



GOODYEAR DUNLOP TYRES CASE STUDY



Online ordering

Mail

Print Management

Point of Sale

Campaign Management

Promotional Products

Warehousing

Distribution

CASE STUDY

Goodyear Dunlop Tyres (GDT) has been operating in Australia since 1915 across 517 company-owned and franchise stores including the Beaurepaires brand. GDT needed access to an online ordering platform and a partner that could source and manage bespoke marketing products.

OVERVIEW

GDT wanted to reduce costs through improved sourcing and enable stores to more easily place orders for regularly used items via a central online catalogue that could be accessed by all 517 locations across the country.

The challenge for our Channel Partner Finsbury Green was to transition their client from an ad-hoc supply chain to an open, transparent solution and introduce a broader range of marketing materials to the GDT business.

In addition, they needed to deploy a catalogue application that could be quickly and easily adopted across the entire store network without any disruption to existing inventory.

CHALLENGES

Our channel partner had to deploy new technology across the GDT store network, work with existing and introduce new suppliers and reduce overall cost for marketing products and services sourced under the contract.

01

Sourcing

Required a technology platform that would deliver a transparent and bid based workflow that reduced overall marketing spend.

02

Catalogue Ordering

Deploy an online catalogue application that all stores could access from any location and manage inventory and on-demand items.

03

Performance

Deliver savings through improved sourcing and efficiencies through a simplified ordering process.

Sourceit Channel Partner Locations

Melbourne | Adelaide | London | Johannesburg | Durban | San Francisco | Los Angeles | Dallas | New York

Email

hello@sourceithq.com

SOLUTION

Our Partner Finsbury Green deployed Sourceit's Market and Catalogue technology solutions into GDT's operations.

By combining the technology offered by sourceit, Finsbury were able to deliver a transparent and clearly articulated service model that combined savings, management of existing suppliers, diversity spend, online catalogue ordering and detailed data and analytics across all transaction types.

Finsbury were able to deliver a solution that gave existing GDT suppliers comfort and a clear understanding of how they will be interacted with and what is expected from them.

Finally, Finsbury provided GDT with a more effective way to manage existing inventory items leading to further cost savings via improved stock management processes.

01

Sourceit Market

Sourceit's marketing procurement platform forms the core of the technology solution. Every product is sourced and managed through the platform and provides GDT's suppliers a single point from which they can access and manage all work.

Sourceit Market drives the top line costs savings initiatives enabling Finsbury to build repeatable and measurable savings to GDT on all marketing spend.

02

Sourceit Catalogue

With over 500 store locations, our Catalogue application was an instant hit with company owned and franchise stores across the network due to its ease of use and ability to accept various payment types.

Finsbury were able to upload hundreds of inventory and on-demand items instantly and link the catalogue via integration with their own warehouse management system.

There was no downtime for GDT as they transitioned from one system to another.

03

Service & Support

With over 500 users accessing the catalogue on and over 300 items to source, Finsbury needed the right people to deliver a full-service model that could support the GDT business and get the best out of our technology.

From on-site sourcing experts to real-time help desk support for stores, the Finsbury Green service solution is a classic reminder that the combination of the right technology with the right people is what makes a real and sustainable difference.

Sourceit enabled buyers to source more effectively and users at store level to order more common items from a standard online catalogue.

IMPACT

Using sourceit, GDT's print manager Finsbury Green has delivered a cost-effective solution built around a fully managed service model incorporating over 500 users ordering from 300 items and corporate templates.

They made it easier for stores to order items and H/O to reduce marketing costs.

RESULTS

Reduced spend across a broader range of products enabled GDT to create more campaigns for the same spend.

The key to reducing costs was Sourceit. Sourceit delivered greater transparency and contestability and helped disrupt the comfort of existing supplier relationships delivering ongoing cost savings and real value for money.

A bespoke supply chain to match GDT's marketing, sustainability and diversity requirements was uploaded into sourceit.

BENEFITS

Working closely with Finsbury Green, GDT were able to build a bespoke supply chain unique to their needs that delivered market-best pricing, improved ordering methods, payment efficiencies, sustainability, diversity and insight reporting from sourceit all combining to deliver ongoing cost savings.

STATISTICS

500+

USERS.

Users from company and franchise stores accessing the sourceit catalogue module to place orders on a daily basis.

300+

ITEMS.

Over 300 inventory, on-demand and templated items are managed within the catalogue.

517

COMPANY & FRANCHISE STORES.

Users from company and franchise stores access the Sourceit Catalog to place orders in real-time.