



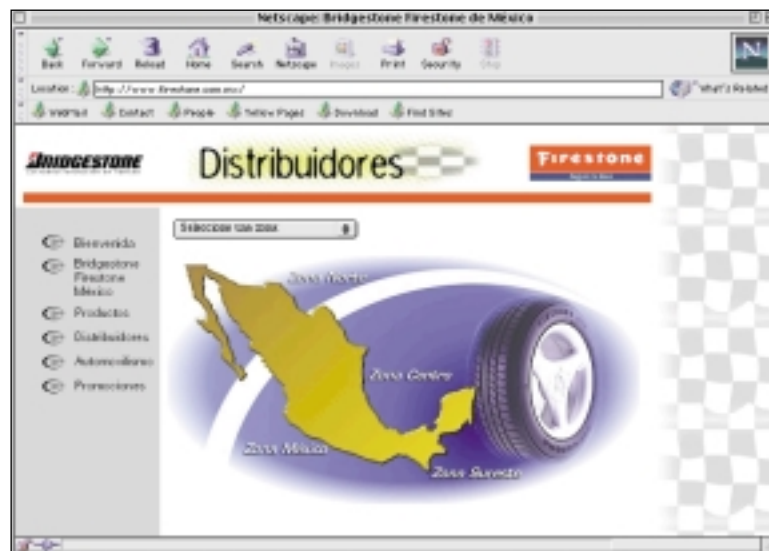
Bridgestone/Firestone paves road to good service with B-to-B extranet.

Application	B-to-B tire order management system for dealer network
Business Benefits	10% increase in dealer productivity; 84% of dealers place orders online; significant reduction in order processing costs; realtime customer access to order information; enhanced customer satisfaction
Software	IBM Net.Commerce IBM DB2® Universal Database™ for Windows NT® and AS/400® IBM MQSeries® IBM Net.Data® IBM VisualAge® for Java™
Hardware	IBM Netfinity® IBM AS/400
Business Partner	GCC de Mexico

Whether you drive a fully loaded sports utility vehicle or a compact sedan, you'll need a good set of wheels underneath for a smooth drive. Bridgestone/Firestone de Mexico knows this well, as a leading manufacturer of quality tires with the strong tread and dependable traction that drivers rely upon. The company also recognizes that while there's a lot riding on its tires, there's also a lot riding on the relationships it builds with its customers—tire distributors throughout Mexico.

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– Jose Luis Rodriguez, CIO,
Bridgestone/Firestone de Mexico



Bridgestone/Firestone is transforming itself into an e-business, making it easier for its customers to do business with the tire manufacturer.

From company-owned franchise stores to independent dealers, these distributors serve individual and business consumers, helping Bridgestone/Firestone become a \$200-million player in the Mexican marketplace. With market success hinging on its distributor network, the company didn't hesitate when Bridgestone/Firestone's distributors demanded faster responses to inquiries and more detailed order information. Working with IBM Business Partner GCC de Mexico, Bridgestone/Firestone became the first Mexican company to deploy a business-to-business (B-to-B) tire order management system for its dealer network built with IBM Net.Commerce START (now part of the IBM WebSphere™ Commerce Suite family).

Now, rather than calling different departments to track their orders, tire distributors can check the Web site. The company was able to reduce order processing costs significantly while increasing dealer productivity by 10 percent. Dealers are quickly embracing the solution, with 84 percent placing orders online. Says Jose Luis Rodriguez, CIO of Bridgestone/Firestone de Mexico, "IBM has so much experience and success in e-business that it was an obvious choice. Now we're equipped to provide our distributors the detailed information they need, as quickly as they need it, enabling them to better serve their customers."

Becoming a robust e-business

Bridgestone/Firestone's Web site, www.firestone.com.mx, was developed using Net.Commerce, which powers the electronic storefront, and resides on an IBM Netfinity 5500 server. IBM VisualAge for Java was used to create the graphical user interface and IBM Net.Data macros deliver product catalog information stored on IBM DB2 Universal Database for Windows NT to the Web site.

Says Jesus Pastran, director of e-commerce for GCC, "Net.Commerce forms the core of our extranet system, enabling us to share information and conduct e-business transactions with our customers. And at the back end, DB2 has proven to be a very robust, high-performance data store, supplying our site with the information that gives it value."

From a password-protected page, distributors check order and payment status, product availability, credit and other account information. Customer order and account information is stored in DB2 Universal Database for AS/400 and is managed by the company's JD Edwards enterprise resource planning (ERP) solution. IBM MQSeries enables two-way messaging between the ERP system and the Web application. Notes Rodriguez, "MQSeries provides a critical link in our system, enabling us to efficiently deliver online information to our busy customers."

Gearing up to take on the competition

Leveraging its early experience with e-business, Bridgestone/Firestone is now also building a corporate intranet. And the company is considering migrating its system to an AS/400 server to accommodate growing traffic and new functionality.

Going head-to-head with companies like Goodyear and Michelin is no small task, but Bridgestone/Firestone is up to the challenge. "Our extranet has enabled us to improve customer satisfaction — with more Web service enhancements on the horizon," says Rodriguez. "Our confidence in IBM was well-founded. This partnership will help us succeed in our competitive industry."

For more information, please contact your IBM marketing representative or IBM Business Partner.

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For more information about Bridgestone/Firestone de Mexico, visit:
www.firestone.com.mx

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