

Ceat rolls ahead with speed and power of SAP technology Increased efficiency to increase revenues and productivity. First of its kind implementation in Indian Automotive Industry with a comprehensive solution footprint

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Ceat joined hands with **IBM Global Business Services**, leading consulting major for SAP Business Suite implementation to form **Project Maitree** for the implementation of mySAP across all locations and functions of CEAT Limited (India). **Project Maitree** had a core team of 60 members from Ceat and IBM with strong domain expertise.

Ceat Tyres Ltd. is the first automotive company to have completed a comprehensive SAP implementation across its entire network.

This project enables standardization of CEAT processes by taking the best practices around the globe in Tyre Industry. The business process integration will unify Ceat's multiple business functions for real-time decision-making.

Mr. Paras K Choudhry, Managing Director, Ceat Ltd said " The company has spent close to Rs 10 crore on SAP implementation, and we are expecting a quick payback.. Ofcourse the productivity and revenues will also be boosted"

He added, " With the implementation of SAP the company hopes to realize its dream of a becoming the most efficient and competitive company in its vertical. "

At Ceat the SAP implementation covers the entire network consisting of Corporate office, 2 Manufacturing Plants, 34 Regional offices, 28 RDCs, 125 C&F Agents, 3,500 dealers, 1 Mother Godown, 15 Outsourcing locations, 8 RPD & Mixing locations

Mr. Jitendra Kine Chief Technology Officer (CTO), Ceat Ltd said, "Project Maitree with support from IBM successfully went live across 34 locations within a record time frame of eight months. SAP implementation will accelerate Ceat achieve a world-class status for its products and services and strengthen its leadership position in the industry."

Mr G Venkatraghavan, Partner, IBM Global Services, IBM India/SA said at the occasion, "At IBM we are focused on helping our clients to enable success. We worked with CEAT to reengineer their business processes and strengthen their business vision through the

appropriate use of SAP. We are committed to working with our clients to provide them efficient and cost effective solutions".

The solution includes SAP SCM components of Demand Planning and Supply Network Planning apart from Business Intelligence, SAP HR/Payroll and other conventional SAP modules like Financial Accounting & Controlling, Sales & Distribution, Materials Management, Plant Maintenance, Quality Management and Production Planning.

It also integrates 500 SAP users across multiple locations in India , automates the supply chain and replaces distributed legacy applications, enabling CEAT to seamlessly migrate to a centralized and unified IT environment.

Key highlights of the Implementation: Bigbang implementation of all modules in over 180 locations. This Implementation enables migration from distributed, decentralized environment to Centralized, unified environment along with Standardization of Business Process. This Implementation replaces multiple distributed legacy systems. Implementation of this scale covers 500 SAP Users across all locations of CEAT. Automation of Supply - Chain with high level integration between all functions. Implementation of SAP ECC 6.0, APO - Supply Network Planning (SNP) and Demand Planning 5.0 along with Business Intelligence 7.0 in Tyre Industry first of its kind (with bigbang approach) along with SAP Core Components like Sales & Distribution, Materials Management, Production Planning & Execution, Plant Maintenance, Quality Management, Financial Accounting & Controlling.

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