



MAHLE Aftermarket optimizes business processes

Using TecOrder Entry Service speeds up order handling



The filter and motor part specialist MAHLE Aftermarket GmbH introduced TecOrder Entry Service one year ago; since then it has organized its order handling processes much more efficiently. One result is that electronic orders have risen to over 75 percent of the business. TecOrder Entry Service is TecCom's service to receive a supplier's orders as faxes and files, converting them to electronic orders and sending them with the TecLocal software. This allows the supplier to reduce the number of orders arriving on paper or in a format he cannot process.

MAHLE sees it as necessary to optimize its business processes in order to reach its aggressive business goals. At the same time the company must improve its service quality and speed up article delivery. The prerequisite is an efficient and fast order acceptance process.



Volker Bäuerle, eCommerce
Manager of MAHLE Aftermarket GmbH

The automotive specialist has already achieved disproportionate growth in Eastern Europe and Russia. In order to handle the additional incoming orders with the same speed and professional service, MAHLE saw that it needed to optimize its business processes. TecCom is an important part of this strategy. "We decided in favor of TecCom so that we could automate our order processing as much as possible," says Volker Bäuerle, eCommerce manager of MAHLE Aftermarket GmbH.

ONE SOLUTION FOR ALL PARTS



Customer Service of MAHLE using TecCom

In addition to TecLocal, MAHLE uses TecCom's Order Entry Service. This allows MAHLE to reduce manual order entry to a bare minimum. This is because TecCom converts the orders arriving as faxes, e-mails or file attachments into a format MAHLE can process. After conversion, TecCom sends them via TecLocal directly into MAHLE's merchandise management system. "TecOrder Entry Service helps us to manage

the increased orders with the same team," adds Bäuerle. The system works very simply. At the end of the process TecCom sends the order and the trader's contact data to MAHLE's SAP system so that they arrive in the usual format and can be processed without any manual steps.

MAHLE Aftermarket has been using TecOrder Entry Service since May 2004. Even if 75 percent of the order volume from Western and Eastern Europe is processed electronically, Volker Bäuerle notes that the company is making excellent progress toward even higher automation. "Today we receive 90 percent of our filter orders electronically."

The resulting benefits for MAHLE are clear. Customer Service employees are relieved of manual tasks and can spend more time helping customers and handling special cases. This improves the quality of service and customer satisfaction. Electronic processing does not just speed up the order processing; it also leads to faster shipping of articles and more efficient inventory management. At the same time the quality of data is improved substantially. This is because electronic data entry protects against typing errors, which in turn reduces the number of wrong shipments.

In the future MAHLE Aftermarket GmbH plans to further automate its order processing using TecOrder Entry Service. This is so that orders from customers in Asia, the Middle East, North America and South America can also benefit from this service.

About MAHLE Aftermarket GmbH

The MAHLE Group is one of the worldwide leading manufacturers of motor parts and filter systems for the automotive, vehicle and motor industry. The internationally active concern with headquarters in Stuttgart, Germany, has over 35,000 employees in more than 30 production locations in Europe, Asia, North America and South America. In order to expand its worldwide trade and logistics activities, the group founded the MAHLE Aftermarket GmbH.

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About TecCom GmbH

TecCom is the market-leading B2B platform for the European automotive replacement part market. The TecCom solution shortens, simplifies and automates order processing for part manufacturers and wholesale traders. Online dialog allows users to see availability, clarify delivery dates, order replacement parts, and receive confirmation of orders, delivery notices and invoices. Today more than 5500 traders and 70 part suppliers use TecCom.

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