

# IntelliPRINT Reporting *delivers over 75% savings* in *report creation time* for Goodyear Dunlop Tires Germany

## The Customer



Goodyear Dunlop is one of the world's largest tyre companies, with operations in most regions of the world. The company operates more than 60 plants across 26 different countries.

## Environment



With IBM Lotus Notes & Domino as their collaboration platform, Goodyear deployed a Notes-based CRM system that was responsible for sales management, customer data and workflow documents (such as quotes, contracts, invoices, etc). SAP/BI data is also imported into Notes applications and to include sales, ordering and credit information.

## Key Challenges



Management, Sales and Marketing required real-time information on several critical business parameters such as, Sales Performance, Top Customers, Receivables, etc. based on data in the CRM system and SAP/BI data in Notes.

Goodyear experienced a number of challenges in providing users with actionable information from their Lotus Notes data. The non-availability of effective ways to rapidly transform and visualize data resulted in the business value of these collaborative applications not being fully achieved.

### ■ Limited Reporting Ability

The standard reporting features in Notes didn't allow for high-quality data presentation or visualization. Creating presentable reports was a significant overhead for the IT Department.

### ■ Data Export

The process of exporting data from Notes and partitioning data for different user groups was time and resource intensive. The loss of native Notes access control also resulted in data integrity and security issues.

### ■ Maintenance Overhead

Maintenance became a repetitive (daily/weekly) process depending on users' reporting needs.

### ■ Meeting Business Needs

Users were dissatisfied with the existing reporting system due to extensive development delays and limited visualization options.

### ■ Other Issues

These included the need for additional database(s) to store reports, the inability to view parameterized information (e.g. Sales by region / salesperson) and the inability to export information to other formats, e.g. PDF.

### ■ Evaluation of Alternatives

After identifying the issues to be resolved, Goodyear Dunlop began a comprehensive evaluation of alternatives to their current reporting infrastructure. The comparison parameters included:

- Ability to rapidly create reports and maintain them
- Ease of use for developers and users
- Extensive visualization capabilities to meet business needs
- Performance

## Highlights



### Goodyear Dunlop Tires Germany

- One of the world's largest tire manufacturers

### Environment

- Notes-based systems responsible for sales management, customer data and workflow documents
- SAP/BI data also imported into Notes for sales cycle information

### Key Challenges

- Limited Report agility
- Effort & time intensive
- Loss of data integrity & security

### Solution Deployed

- IntelliPRINT Reporting

### Key Results

- Minimum 75% savings in report creation time
- Data integrity & security intact
- RoI within 12 weeks of deployment

## Solution Deployed



- IntelliPRINT Reporting

After an extensive evaluation of reporting products, Goodyear chose Synaptris' IntelliPRINT Reporting, an integrated Reporting solution designed specifically for Lotus Notes & Domino environments.

IntelliPRINT Reporting offered Goodyear Dunlop a solution for rapid report creation, ease of use and extensive support for report types while being integral to the collaborative & secure Notes framework.

IntelliPRINT Reporting enabled intuitive and rapid report development with the advanced WYSIWYG report designer. While enabling superior data visualization, it also leveraged Notes functionality including Notes ACLs and provided identity based, record-level security in report data.

## Key Results



Goodyear Dunlop received immediate benefits from deploying IntelliPRINT Reporting. These include:

- **Ease of use for Developers**

Intuitive development of reports with the advanced WYSIWYG report designer.

- **Rapid Report Deployment**

Report creation time is reduced to minutes as compared with hours/days/weeks earlier. Goodyear has experienced a minimum 75% savings in report creation time.

- **Performance**

Improvement in performance by up to 10 times!

Duration (min:sec)	Previous Solution	IntelliPRINT Report Designer
Transfer Data into Tool	04:35	00:27
Process Data to Report	00:26	00:29

- **Report Quality**

Extensive and presentation quality visualization capabilities for end-users.

- **Productivity**

Significant gains in user productivity and business efficiency for both IT and business users.

- **Maintenance Overhead**

Maintenance overhead for the reporting infrastructure has been minimized. Notes developers are now able to focus on critical application development tasks.

- **Return on Investment (ROI)**

Rapid ROI within 12 weeks of deployment!

## Recent Awards



- 2009 Lotus CTO Award
- 2008 Lotus Best Tool / Utility Award
- 2008 Lotus CTO Award Finalist
- 2007 Lotus CTO Award
- 2007 Lotus Advisor Award



## Synaptris Highlights



- Headquartered in San Jose, CA with a global footprint
- Over 2,250 customers across 80 countries and multiple verticals
- Over 90 Partners across North America, Europe, Africa, Middle East & Asia Pacific
- Over one hundred Fortune 1000 customers