



eBusiness at Continental

Today's digital economy means eBusiness is an integral part of Continental's value added business offering. The 24 / 7 online technology has led to significant growth in online activity in the tyre industry.

ContiOnlineContact, Continental's customer website, has seen a 91% increase in the amount of customers checking stock online over the first half of 2007. Online tyre orders have also increased by 34% over the same period.

ContiOnlineContact is continuously expanding its offering to make customers lives easier such as the alternative article function, which offers same size alternatives when the first preference size or pattern is not in stock. A new amber colour code has been added to make stock viewing easier by showing goods in transit as well as those waiting in the warehouse.

Oliver O'Reilly, eBusiness manager at Continental, said; "These new functions have added real and tangible value to the business process. However, electronic business is not just about checking stock availability and placing orders. With so many returning visitors, browser based business is ideal for informing customers about a wide range of issues. Customers can learn about relevant products, brands and promotions all in one convenient site.

"As well as ContiOnlineContact, Continental has implemented electronic business that connects the customers own order management system with Continental's back office system. This is a significant development as it employs a standard that could move the industry forward and help realise the true potential for eBusiness."



Training for the tyre industry

With IT in the tyre industry becoming ever more important, the need for staff to be IT proficient is growing in importance. entyrety have developed a suite of courses designed to meet the needs of the individual, team or business. Courses range from individual specialist training to a development programme from basics to advanced, such as stock control, supply management and pricing. Pre course assessments ensure those attending receive the training they require in a format they understand.

entyrety is a leading provider of training and support services dedicated to the tyre industry. entyrety's technical specialists provide unbiased support, information and advice across a whole range of tyre related technical and business issues. Courses include expert training in tyre basics, light and heavy tyre fitting, safety at the roadside and in the workshop and tyre diagnostics. For busy businesses where time out is not an option, the entyrety informs bulletins are widely recognised as the tyre industry's leading technical and legislative information service. The bulletin information ensures that your company, and perhaps more importantly, your staff have access to the latest information that impacts on your business.

For more information about entyrety, go to www.entyrety.co.uk.

Software for the tyre industry from MAM

MAM Software recently announced new tyre functionality for its popular Autopart management software. Two new modules cater for the wholesale of tyres and the retail fitting of tyres or other components. These new modules combine seamlessly with the core Autopart software to create a fully integrated application.

Tyre and fast-fit operations

New point-of-sale screens provide full workshop management functionality directly within Autopart. Designed specifically for use in a retail fast-fit environment, the 'quote-job-invoice' (QJI) workflow simplifies the sales process and helps promote good customer service. Jobs can be assigned to specific technicians or bays and work histories are automatically recorded for future reference. Functions such as electronic catalogue, parts stock management and workshop diary are all directly accessible from point-of-sale, thereby providing

counter staff with the necessary information to conduct a smooth and efficient transaction.

Tyre wholesalers

Autopart's new tyre wholesale screens provide dedicated support for tyre distribution operations. This new software has been designed in conjunction with industry experts and features a number of new facilities to simplify and streamline point-of-sale. It includes a new search routine that identifies tyres by their size rather than their part number. This affords the user tremendous flexibility when specifying tyres at either the point-of-sale or when purchasing stock. For any given tyre size, the user is instantly presented with information regarding the various brands stocked, the current availability and the current price.

For further information or a demonstration, visit their website at www.mamssoft.co.uk