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APOLLO TYRES LTD.

Apollo Tyres - M Powering The Dealer Community

A Case Study

January 2008

Introduction

Started in 1970's, **Apollo Tyres** is a leading tyre manufacturer in India. Apollo Tyres has revenue in excess of USD 800 million. Apollo Tyres has four major plants and thousands of dealers located in India.

Business Need

Since Tyres are the product where dealers act as the biggest influencers in the replacement market of tyres, Apollo wanted to create a cohesive community of dealers to increase their loyalty with the brand.

Scenario

Constant corporate communication was the key to build a strong dealer network, but Apollo Tyres wanted a solution which automates the processes.

Calling the dealers regularly was difficult to streamline due to lack of automation.

Another challenge faced by Apollo was that it needed a solution which integrates seamlessly with the SAP and is capable of seeking response from dealers which goes directly to the corporate ERP.

The problems thus that were to be addressed by the solution were:-

- To automate communication with the dealers
- Seeking response from dealers which directly goes into corporate ERP
- To automate order delivery tracking and order status enquiry process

ValueFirst Messaging Pvt. Ltd.

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Solution

Based on the discussions & understanding of requirements of Apollo Tyres, ValueFirst proposed VelocityPlus along with SAP Plug-in as the solution for Apollo Tyres:-

- **ValueFirst VelocityPlus** is a two-way SMS communication application which enables the corporate to push the information and dealers to pull the information.
- **ValueFirst SAP Plug-in** enables the Velocity Plus application to connect with SAP and enable a smooth and secure flow of information to the mobile channel.

Once integrated with the SAP, various business rules were configured in the VelocityPlus. The architecture of application makes it very easy to add new functionality by means of simple configuration.

Application

- Intimating dealers about any promotional offers
- Conveying corporate information to dealers to make them feel a part of Apollo family
- Sending automated messages on invoice due, payment received etc.
- Receive feedback from dealers on any scheme etc.

Benefits

Hard Benefits

- Instant communication by virtue of being automated
- Automated capturing of response from the dealers
- Reduction in accounts receivables

Soft Benefits

- Dealer community feels themselves as a part of Apollo Tyres
- Increased loyalty of dealers towards the brand
- Less communication gaps and hence dealers are better equipped to sell

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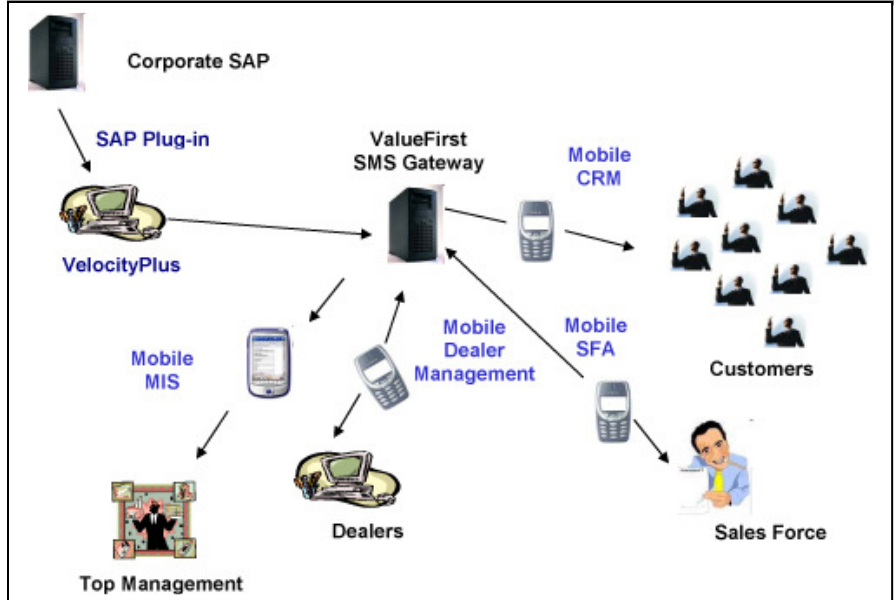
APOLLO TYRES LTD.

ValueFirst USP

- 24 X 7 supports.
- Least time to market – deployment typically is done in one day
- Scalable solution in terms of architecture
- Highly configurable products - processes can be configured on-the-fly
- Redundancy of servers with load balancing, failover mechanism and least cost routing
- Carrier-Class enterprise mobile messaging including delivery reports and queuing in case of server breakdown
- Redundancy of operators by virtue of being connected to multiple mobile network through operators and aggregators globally

The below diagram describes the pictorial representation of schematic architecture of the services deployed by ValueFirst.

ValueFirst Mobile Data Service Architecture



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