

Providing supply chain visibility to your sales team: Sentury Tire case study



About Sentury Tire

- Sentury Tire is a subsidiary of Sentaída Group Co. Ltd., established in Shandong, China, in 2008
- Ranked among top 50 tire companies worldwide
- Consumer brands include a full range of tires for passenger cars, high-performance vehicles, SUVs, light trucks, and off-road vehicles

DELINTE
We Invent. You Drive.

GROUND SPEED
Quality from the ground up!

LANDSAIL
SPIRIT OF DRIVING

PANTERA
TIRE

SENTURY TIRE
THE FUTURE OF TIRE TECHNOLOGY

Goals

Sentury Tire's goal is to be a top brand through service, fill rate, product quality, and communication.

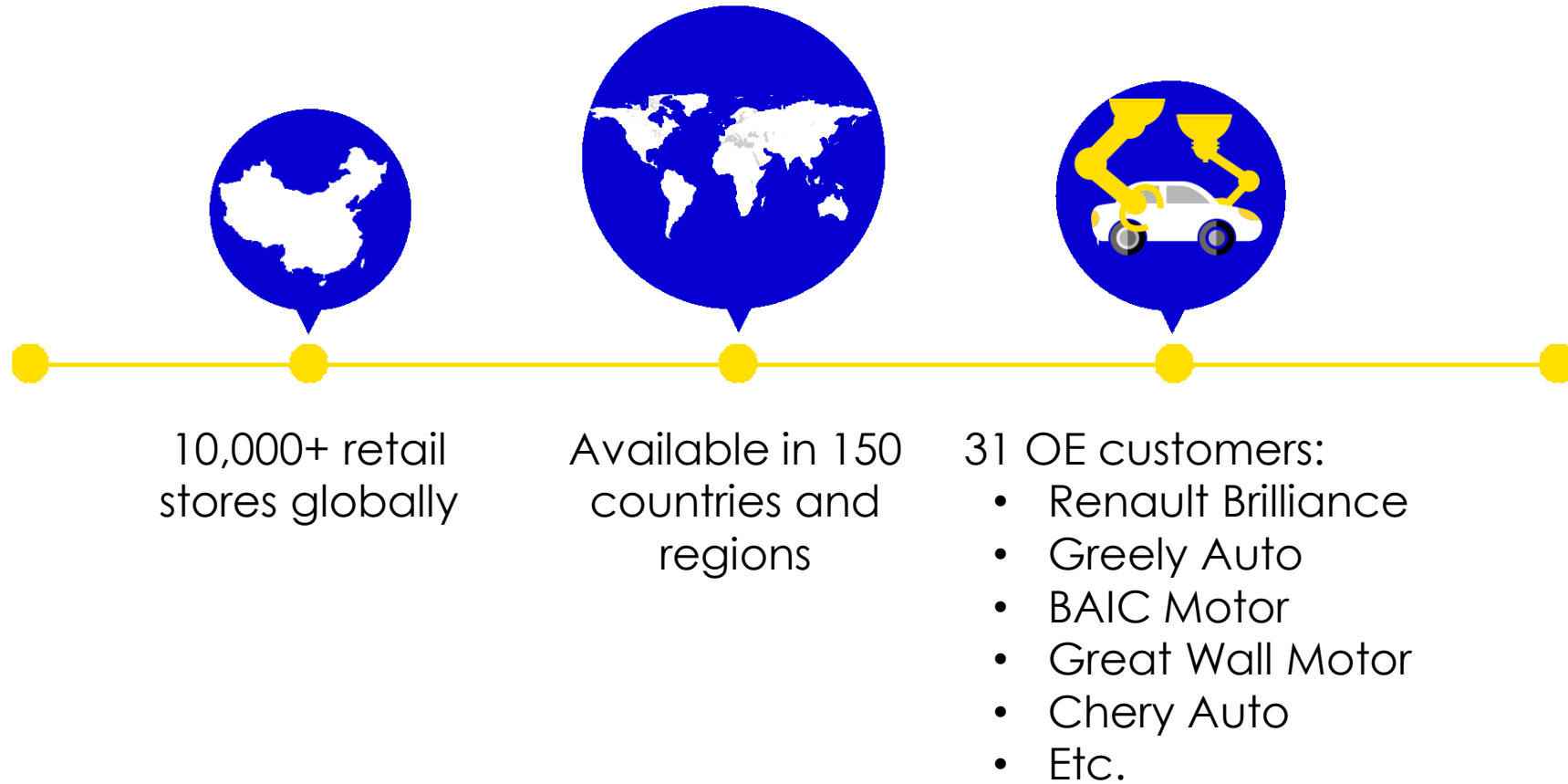


Globalization strategy

Annual production capacity: 34 million semi steel tires



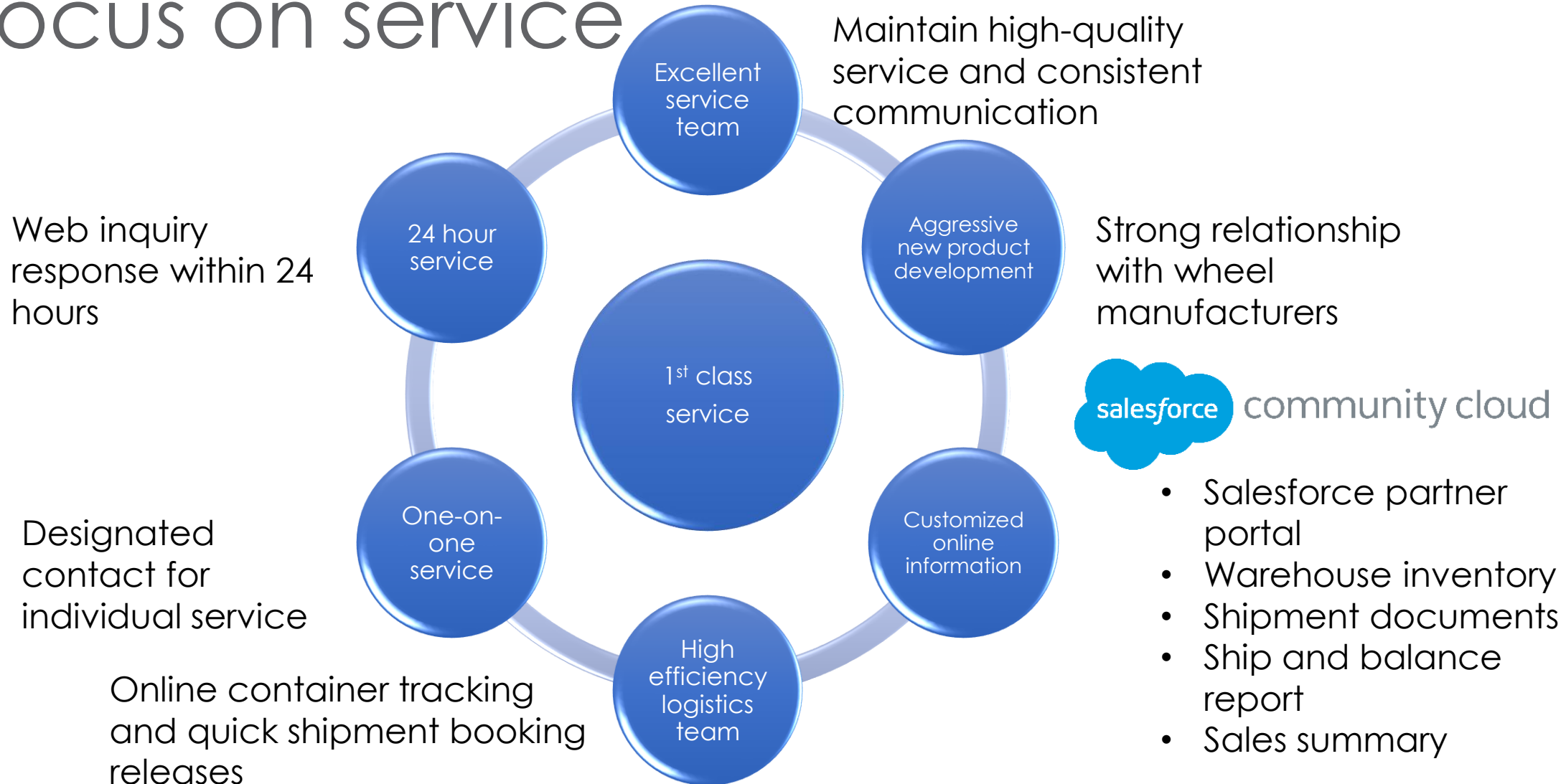
Worldwide sales network



Strong relationship with leading distributors



A focus on service



The challenges

Inefficient processes for manually tracking container data

- Sales and operations teams look up information for individual containers on separate websites
- Outdated information and mistakes made due to manually entering data on spreadsheets



The ideal solution

Eliminate manual work and provide better customer service

- A single source of data for all shipments
- Accessible to sales and operations teams
- Comprehensive information
- Integration with Salesforce



Evaluating the options

Testing different solutions

- Tried one provider who didn't include data from all shipping lines
- Covered only 30-40% of shipments
- Still required manual tracking for remaining containers



Selecting a provider

Why Crux Systems was chosen

- Comprehensive coverage – data from all major shipping lines and terminals
- APIs and integration with Salesforce
- Complete visibility and data from port of origin to final port of discharge



The implementation

How it works

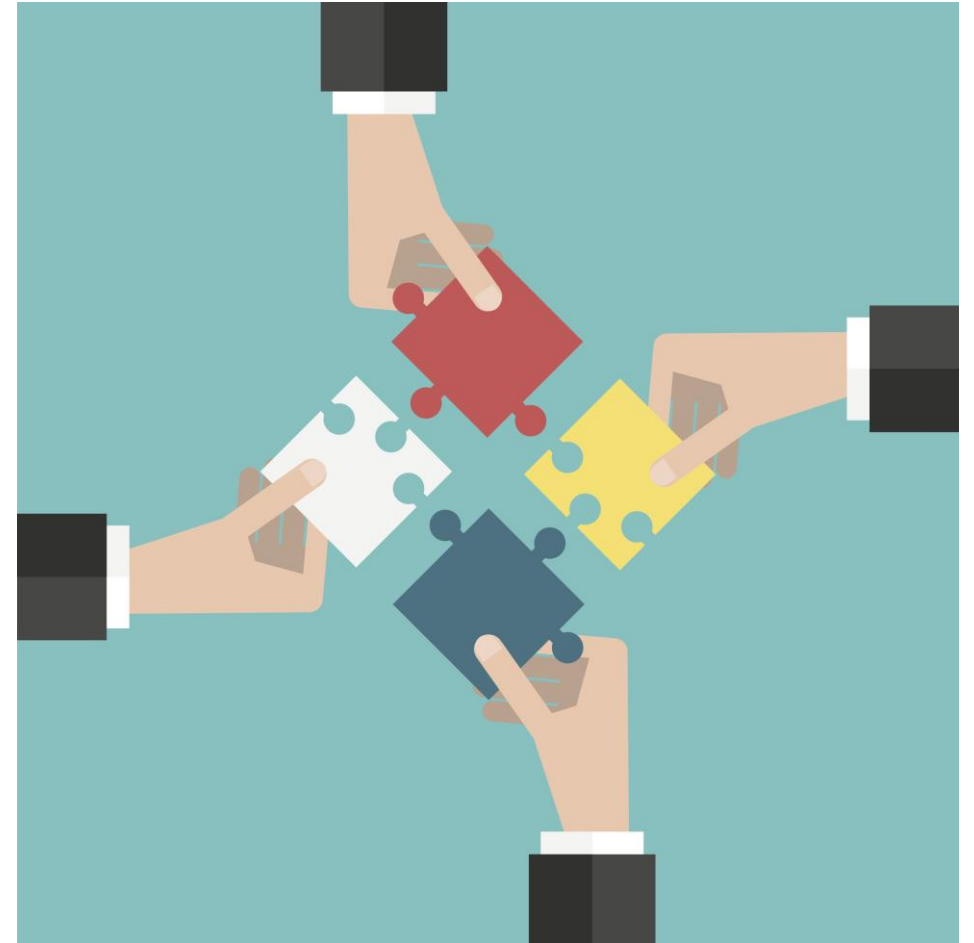
- IT managed integration with Salesforce
- When a packing list or invoice is generated in Salesforce, data is sent to Crux Systems to begin tracking
- Crux Systems sends real-time container information back to Salesforce



The sales team experience

A seamless transition

- All data integrated in Salesforce, updated in real time
- Able to provide accurate location and status information to customers



The operations team experience

- Online dashboard provides overview of all shipments
- Eliminating manual tracking saves 2.5+ hours a day

The dashboard provides a comprehensive overview of container shipments. Key features include:

- Navigation Sidebar:** Options to add containers, filter by status (On ship, Available, Not available, Departed terminal, Other), and view various alerts and details.
- Needs attention:** A section highlighting containers requiring immediate attention, such as those with customs holds, line holds, or expiring free days.
- Last free day is tomorrow:** A list of containers whose free days are set for the following day, providing details on the container number, company, and last free day.
- Container Details:** A detailed view for a specific container (OOLU9837654) showing its entire history, from arrival at Cincinnati to its arrival at Laem Chabang.

Future plans

Enable customer service team to do better outreach

- Goal is to bring customer service team on board so they have better visibility into potential delays or other issues
- Be more proactive in reaching out to customers when there may be issues with shipments



Lessons learned

Don't settle for something that doesn't meet your needs

- Understand your needs and what's available in the market
- Solutions change – give yourself an out
- Don't sign a long-term contract unless the solution meets all your requirements



Track a container today

See how it works with a free account

- go to track.cruxsystems.com
- enter your container numbers
- share information with your team



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