Centralizing B2B operations and adopting OpenText Trading Grid as the standard network for B2B e-commerce connections allows the company to reduce costs of maintaining disparate EDI networks around the world.
Headquartered in Germany, HELLA is one of the top 50 automotive parts suppliers in the world. The company develops and manufactures components and systems for lighting and electronics for the automotive industry. Customers include all leading vehicle and system manufacturers, as well as the automotive parts aftermarket.

Chasing multiple systems

HELLA has one of the largest aftermarket organizations in the world for automotive parts and accessories, with its own sales companies and partners in more than 100 countries. The company does business with a wide variety of OEMs, dealers and parts specialists across the world.

Demands of a global operation resulted in more than 60 ERP systems in use at HELLA, which also meant complex processes and increased costs. HELLA made a strenuous effort to reduce the complexity of its business-to-business (B2B) e-commerce infrastructure and, wherever possible, relocate and centralize B2B operations to the company’s headquarters in Lippstadt, Germany. This major project would streamline and centralize IT resources, reduce the number of supported systems and drive down support and maintenance costs.

Centralizing B2B

HELLA began its search for a flexible, robust and secure solution. It was particularly important that the chosen platform could cope with the demands of different partners around the world, some of whom are large OEMs with substantial B2B experience, while others are relatively unSophisticated with little B2B knowledge.

Trading Grid ensures that HELLA can enable any partner and consolidate electronic transactions onto a truly global B2B e-commerce network. HELLA experiences real-time data exchange and can rely on OpenText to mediate any differences between required communication methods.

There is a clear geographical variance. In Europe, approximately 75 percent of HELLA's partners use point-to-point connections, with the remaining 25 percent using Trading Grid. In other parts of the world, including North America and South America, these ratios are reversed, with around 75 percent of supplier connections via Trading Grid.

Trading Grid is the preferred route for OEMs who do not use point-to-point and suppliers who cannot or do not want to maintain their own B2B in-house expertise and resources. This applies, for example, to many partners in India and China.

Forming new connections

OpenText enables HELLA to take advantage of information inside and outside the enterprise. HELLA engages with its business partners and provides a broad and diverse suite of B2B capabilities, easing the business process.

The company estimates that it exchanges 35,000 electronic data interchange (EDI) transactions each day with customers, suppliers and third-party logistics companies. "No business at HELLA could be conducted without EDI," said Udo Thienelt, manager of Integrated Applications at HELLA's Lippstadt headquarters.

According to Thienelt, the usage of EDI is still growing in the automotive industry and he reported that the company is still setting up new connections every day. Thienelt noted that in many parts of Asia the relatively
Leading automotive parts supplier expands global service

便宜的劳动力成本意味着公司并不总是看到采用自动化B2B技术的好处，但他预计这将改变并随着这些市场的成熟而演变。

HELLA认为成本和时间节省是OpenText和EDI的主要好处。自动化确保HELLA有正确的信息在及时的情况下，避免了不可避免地在手动维护的信息中出现的错误。

中央化B2B业务并采用Trading Grid作为标准网络，用于B2B电子商务连接，允许公司减少维护全球范围的EDI网络的成本。这使得公司能够简化并改善其支持服务，包括"跟着太阳"的任何时间、任何地点支持策略，与公司业务的全球扩张一致。

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