With OpenText B2B Managed Services, Mitsubishi Motors boosts its B2B e-commerce capabilities significantly and achieves stronger integration with its suppliers in Europe, without making additional investments in headcount or software.
Mitsubishi Motors supports global trading partner network

Headquartered in Tokyo, Mitsubishi Motors is a leading manufacturer and distributor of cars and quality replacement parts. Mitsubishi automobiles are manufactured in multiple countries and Mitsubishi Motors products are sold in more than 160 countries throughout the world. As such, Mitsubishi exchanges a massive amount of transaction-based information daily between its offices in Japan and abroad, as well as with a significant number of partner companies around the world.

Mitsubishi Motors needed a B2B e-commerce partner that could provide global support to improve the efficiency of the company’s B2B e-commerce operations.

Previously, in-house resources were used to develop and maintain proprietary communications software and middleware for each customer. The company was also seeking more resources to maintain its B2B processes and keep up with standards complexity as more trading partners joined the network. Mitsubishi Motors’ transactions, which include ordering and procurement documents, require detailed translation and manipulation and the conversion of electronic data for adherence to automotive industry standards, country-specific standards, communications protocols used by each partner and more.

Streamlining B2B operations

Mitsubishi Motors chose OpenText B2B Managed Services and quickly began using the solution to support transactions with trading partners in Germany and France. The B2B Managed Services environment allows Mitsubishi Motors and its global trading partners to share information seamlessly.

OpenText B2B technology helps organizations extend partner networks, automate receiving processes, manage electronic payments and improve supply chain visibility. B2B Managed Services combines the OpenText™ Trading Grid™ with process orchestration services and a global team to manage multi-enterprise processes.

Having previously used OpenText services to facilitate the exchange of vehicles and automotive parts between Mitsubishi offices worldwide, the move towards B2B Managed Services extends its B2B network to include external trading partners. Also, with many trading partners of Mitsubishi Motors already using the OpenText Trading Grid, the transition to B2B Managed Services was quick and efficient.

Strengthening global integration

OpenText on-demand solutions enable Mitsubishi Motors to use internal resources to focus on core business objectives, reduce costs of B2B operations and fill gaps in internal expertise. With B2B Managed Services, Mitsubishi Motors boosts its B2B e-commerce capabilities significantly and achieves stronger integration with its suppliers in Europe, without making additional investments in headcount or software.

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit opentext.com.