



Customer Success Story:

Cooper Tire & Rubber Company

Overview

Headquartered in Findlay, Ohio, and recognized as the 4th largest U.S. tire manufacturer, Cooper Tire & Rubber Company specializes in the manufacturing and marketing of automotive products for consumers. Tire products include automotive, motorcycle and truck tires, inner tubes, tread rubber and equipment. Cooper markets its products nationally and internationally through well-established channels of distribution.

Challenge

Cooper Tire is a successful tire manufacturing company that needed to improve its processes for its many critical tasks. The company's phone and email based communications methods were inhibiting advancements in time-to-market – critical to Cooper Tire's success. The company needed to increase the speed of its processes, improve data entry methods and enhance document control and history.

In order to help meet its goal of increasing the speed of its processes to ultimately get tires to market faster, Cooper Tire turned to Business Process Management (BPM) technology from Metastorm.

Solution

Cooper Tire turned to Metastorm BPM® to automate its manual processes. In less than three months, Cooper Tire was able to fully deploy Metastorm and roll out an automated process for its General Specification Change Process (GSCP) – controlling the certification of tire specifications. Metastorm BPM was deployed to Cooper Tire employees in five different locations across the United States and the United Kingdom.

Highlights

Manufacturing, Retail,
Distribution

Processes Enabled:

- Engineering Change Request
- Capital Budget Requests

Customer Benefits & Results:

- 80% reduction in ECR processing time
- Accelerated time to market
- Improved collaboration and knowledge share

Results

Automating the General Specification Change Process helped Cooper Tire increase operational efficiency and accelerate time-to-market. GSCP approval times have decreased by more than 80 percent to on average of just 10 days. The company has simplified a complex manual process, increased speed of information and improved collaboration and knowledge share. Metastorm BPM is also allowing Cooper Tire to implement more discipline, structure and accountability.


With Metastorm, users now have information and applicable documentation at their fingertips. By integrating with Interwoven, time consuming phone calls and redundant documentation have been minimized.

Having achieved success in a supply chain process, Cooper Tire has decided to standardize Metastorm BPM across its Tire Division – consisting of six manufacturing plants worldwide, producing 45 million units annually – to improve efficiency in other areas of its operations. The company has already identified a list of processes to be deployed including:

- Capital Budget System
- New Product Launches
- Sarbanes Oxley Compliance
- Customer Credit Approval
- Travel Request
- Product Development Lifecycle

Cooper Tire is anticipating rapid deployment of these processes and expects that Metastorm BPM will continue to drive process efficiency to meet the company's goals.

“Metastorm BPM has proven itself and we are taking a



huge step forward by deploying it for our Tire Division to help drive ongoing process efficiency,” stated Todd Wilson, project manager of Technical Systems for Cooper Tire & Rubber Co. “Since implementing Metastorm BPM, we have cut administrative costs and reduced time-to-market delays by more than 80 percent, enabling Cooper Tire to bring products to market faster and, in turn, increase sales and the bottom line.”

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