



Continental Corporation
Hanover, Germany
www.conti-online.com

Industry:

Automotive

Annual Revenue:

\$16.3 billion

Employees:

72,800

Oracle Products & Services:

Oracle Database
Oracle Application Server
Oracle Warehouse Builder
Oracle Discoverer
Oracle Reports
Oracle Portal

“The automobile tire market is very competitive. It’s difficult to set the right price for our products and additional services unless you have a clear view of what tires are selling, who you are selling them to and why people are buying. Now we can quickly get that marketing information for all our CONTITRADE organizations using standard reports. That helps local management teams run their business better, and central management can keep control of a big network of dealers and franchises.”

– Bernhard Vogel, Business Development, Continental Corporation

CONTITRADE Integrates Data to Manage its Network

Continental Corporation is one of the world’s leading automotive industry suppliers, specializing in tire and brake technology, vehicle dynamics control, and electronics and sensor systems. The company is known worldwide for its Continental Tires brand. With more than 100 manufacturing, research and test facilities across the world, Continental is the biggest tire manufacturer in Germany, number two in Europe and number four in the world. CONTITRADE is the business unit that manages Continental’s retail and franchise activities. With a presence in 18 European countries, CONTITRADE realized sales of about \$750 million in 2004.

Challenges

- Replace multiple business data solutions with a single integrated CONTITRADE data source
- Optimize management control of multi-country CONTITRADE businesses by providing easy access to quality information for local and central analysis and reporting
- Help CONTITRADE businesses to be more responsive to the market and more competitive in product and services pricing and positioning
- Replace slow manual reporting methods, and standardize automated reporting and query tools, so that CONTITRADE businesses can share learning and exchange information quickly

Solution

- Provides a single Data Warehouse repository for all CONTITRADE business information, created using Oracle Warehouse Builder
- Enables easy display and access to local and central information from any CONTITRADE business using Oracle Portal
- Provides faster and more effective management decision-making
- Collects key data about tire sales and customer buying behavior to improve local and central marketing
- Provides Oracle Reports and Oracle Discoverer as common automated reporting and query creation tools for all CONTITRADE businesses to query the data and extract quality information
- Provides a future opportunity for further competitive edge enabling customers to access product and pricing information