



Dana Holding Corporation  
Toledo, OH  
www.dana.com

**Industry:**

Automotive

**Annual Revenue:**

US\$8.5 billion

**Employees:**

36,000

**Oracle Products & Services:**

Oracle Financials  
Oracle Discrete Manufacturing  
Oracle Purchasing  
Oracle Release Management  
Oracle e-Commerce Gateway  
Oracle Advanced Supply Chain Planning

**“With Oracle, the Commercial Vehicle Systems group now has a single source of truth that reflects all sources of demand and enables us to conduct supply chain planning across the group. This has greatly increased our ability to serve our customers efficiently and keep costs low, which is vital to our success in the automotive industry.”** – Steven Davis, IT Director, Heavy Vehicle Systems Group, LLC.

**Dana Holding Corporation Manages a Complex Manufacturing Environment with Real-Time Information**

Dana Holding Corporation is a world leader in the supply of axles; driveshafts; and structural, sealing, and thermal management products; as well as genuine service parts. The company’s customer base includes virtually every major vehicle and engine manufacturer in the global automotive, commercial vehicle, and off-highway markets. Dana’s Commercial Vehicle Systems group services customers worldwide via 40 facilities and five technical centers in 11 countries, helping customers develop advanced components and modules for medium- and heavy-duty trucks, medium and large coach vehicles, and transit buses.

**Challenges**

- Manage supply chain complexities associated with a diverse, complex product mix
- Process high volumes of customer order lines and order line changes in an electronic data interchange (EDI) environment
- Support a business model of scheduling and building to customer order within a very tight execution timeframe
- Keep prices low—a necessity for customers struggling to remain competitive in the global automotive industry

**Solution**

- Upgraded Oracle Discrete Manufacturing and Oracle Advanced Supply Chain Planning modules and implemented Oracle Release Management to deploy an integrated, real-time, customer-driven planning and manufacturing solution
- Supported processing of several hundred thousand order lines per day, enabling accurate and timely product delivery
- Enabled integrated supply chain planning between all facilities, eliminating the need for EDI orders, reducing overall latency, and ensuring supply plans reflect the latest demand patterns
- Provided real-time, vertical supply chain visibility across the business group, improving business decision-making and enabling organization-wide supply chain planning
- Established a single, accurate source of the truth that reflects all demand sources, helping the group meet key goals including inventory accuracy, on-time delivery, fill percentages, etc.
- Improved manufacturing processes with a seamless view of activities from order entry to the shop floor to payment