



Falken Tire Corporation  
Fontana, CA  
www.falkentire.com

#### Industry:

Industrial Manufacturing

#### Employees:

110

#### Oracle Products & Services:

Oracle Business Accelerators  
Oracle E-Business Suite  
Demantra Demand Management  
Oracle Supply Chain Planning  
Oracle Warehouse Management  
Oracle Order Management  
Oracle Inventory Management  
Oracle Procurement  
Oracle Financials  
Oracle Human Resources  
Oracle University  
Oracle Consulting

#### Oracle Partner:

DAZ Systems, Inc.  
www.dazsi.com

**“The tire industry is notorious for complicated pricing and programs. Oracle E-Business Suite Release 12 enabled us to more quickly implement new promotions and more effectively manage our discount programs.”** – Carlos Prieto, Director of IT, Falken Tire Corporation

## Falken Tire Corporation Increases Customer Calls Served by 35% with Oracle E-Business Suite R12

Falken Tire Corporation is a wholly owned subsidiary of Sumitomo Rubber. The company is a wholesale manufacturer of high performance tires and wheels. Falken currently operates in California, Tennessee, and New Jersey.

### Challenges

- Streamline the supply chain to ensure efficient and cost-effective operations in the face of rising cost of raw materials
- Increase insight into customer trends by improving reporting capabilities and data accuracy
- Drive compliance with Japanese Sarbanes-Oxley (J-SOX) regulations
- Facilitate continued global expansion by providing a scalable and flexible IT solution

### Solution

- Selected Oracle E-Business Suite Release 12 for its ease-of-use, flexibility, and robust industry-specific functionality
- Provided the necessary controls to implement workflows, exception reporting, audit trails, and security measures—driving compliance with J-SOX regulations
- Facilitated future growth by providing multi-currency and multi-regulatory capabilities that can easily integrate into additional organizations and locations
- Increased visibility into the supply chain—providing insight into product arrivals, transit times, and inventory levels
- Enabled service representatives to enter orders more quickly and provide more information to customers—increasing the number of customer calls served by 35% and decreasing on hold times by 15%
- Reduced the time needed to close monthly financial books from 17 days to less than one week
- Increased financial information accuracy and improved decision-making by providing a single, centralized data source
- Gained better control of discount programs with improved reporting and the agility to quickly implement new promotions
- Used Oracle Business Accelerators and worked with Oracle Consulting and Oracle Partner DAZ Systems, Inc. to complete the implementation in just four and a half months