

# CTG Implements Microsoft CRM at Bridgestone to Replace Current System

## The Client

Bridgestone Europe is a subsidiary of Tokyo-based Bridgestone Corporation, the world's largest manufacturer of tires and other rubber products. Bridgestone Corporation and its subsidiaries employ more than 140,000 people around the world, operate 178 plants in 25 nations, and sell products in more than 150 countries.

## The Challenge

Bridgestone Europe decided to replace their current Salesforce Automation system as it did not meet their expected future CRM needs. Bridgestone began looking for a replacement system that would first meet their salesforce automation requirements, and later, support any future CRM needs that the internal IT strategy may require. Ultimately, they chose Microsoft CRM's platform.

The main goals of the "SalesBridge" project were to improve the quality of operations and sales efficiency and enhance collaboration within and across teams. The project focused on the newly developed sales process, which had been harmonized across the European regions. The core elements were the processes surrounding the Planning, Pre-Visit, Visit, and After-Visit stages. Supporting features such as workflow management, activity management, and reporting were also considered vital for the success of this project.

## The CTG Solution

CTG implemented the new sales process leveraging customization linked to the extensive Bridgestone product structure requirements. Offline capability for the salesforce was met by adding the Resco Mobile CRM app. Working with Microsoft Dynamics CRM Online meant putting the first business-critical application in the cloud. Using the CTG Azure Framework, we integrated their back-end, on-premise ERP applications. CTG's certified Project Management approach included formal project and quality Management, combined with task and deliverable-based project planning and execution. The MAP application, was written by CTG, provided Bridgestone with the opportunity to easily optimize their route of coming visits. The rollout included about 800 users across more than 30 countries.

## Results

The Bridgestone salesforce now has a clear view of their clients across the various product groups. The CRM dashboards enable sales representatives to have quickly view their portfolio, targets, etc., in one spot. Now, there is no need to return to the office for administrative work; it can be done from any location through the mobile interface.

### IN THEIR WORDS...

*"SalesBridge brings us to the next level of professional interaction with our customers. It provides our salesforce with a 360-degree view of customer information and it will help us gather more market intelligence with a higher level of granularity."*

– Carlos Otero, Business Owner



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