

Euromaster Chooses MMCC Consultants to Build New Service Centre Application

Euromaster is one of Europe's largest suppliers of tyres with over 1600 Service Centres located in ten countries. The company's rapid expansion was achieved mainly by acquisition which resulted in a legacy of different IT systems being used across its international Service Centre network. The need to develop a modern integrated solution was obvious and Euromaster began the process of selecting a supplier with the relevant experience and expertise to design and build a suitable system.

MMCC was aware that Euromaster was considering its options to upgrade and, drawing on the experience gained from its earlier dealings with ATS, now part of the Euromaster Group, had speculatively submitted a concept as early as 2004.

MMCC's initiative paid off and Euromaster entered into a contract with the company for the technical and functional design of the new application. Later having carefully considered all the aspects of introducing the new application, a commitment was made by Euromaster's management to proceed with the project and MMCC was contracted to develop and build the system.

Following a successful pilot deployment, Euromaster invited tenders from MMCC and two other software companies to deliver on going support and future development of the application. MMCC was subsequently awarded the contract.

Thierry Cognon, Euromaster's I.S. Platform Director said, "There were two main reasons for awarding the contract to MMCC. First, they had fulfilled all their commitments on time during the development of the application and second, we were impressed with the very professional working relationship we had with them. This meant that when there were technical issues to be resolved they were always dealt with quickly and efficiently, and there is was good co-operation between our two companies. At the same time, changes regarding our contractual arrangements had always been agreed amicably between myself and MMCC's managing director Mark Ogier. This same professional relationship continues today."

The new 'Target' application handles five main aspects of Euromaster's Service Centre business. Sales, both business-to-business and to private customers, stock control, purchasing, cash management and fleet management. "The new system also allows us to integrate more easily with our parent company, Michelin, to help us provide services that match its customers' expectations," explained Thierry.

Other than the need to manage the fleet side of the business it would probably have been possible to use an off-the-shelf application, rather than a bespoke system. One example of this, which is particularly important, is 'Casing Management' whereby Euromaster supplies tyres to fleet customers on an agreed minimum life basis. This involves the re-grooving of tyres and careful records being kept of the history and distance a tyre has covered. This could not be achieved with a standard application package.

The Target application is controlled centrally via an ORACLE 10G Real Application Centre using both ORACLE and Microsoft technology located a data centre in Montpellier and connected to the Service Centres by ADS connections. All data is stored remotely and system maintenance and software up-grades are controlled from the Montpellier centre.