opentext™

Success story

HELLA

Industry
• Automotive

Solution
• OpenText™ Trading Grid™

Results

⇡ **Reliable, streamlined operations**

⇄ Timely **information exchange**

$ **Cost reduction**

🌐 Support for **expanded global service**

Leading automotive parts supplier expands global service

HELLA reduces costs, improves service by streamlining B2B e-commerce connections with OpenText Trading Grid

Centralizing B2B operations and adopting OpenText Trading Grid as the standard network for B2B e-commerce connections allows the company to reduce costs of maintaining disparate EDI networks around the world.

Headquartered in Germany, HELLA is one of the top 50 automotive parts suppliers in the world. The company develops and manufactures components and systems for lighting and electronics for the automotive industry. Customers include all leading vehicle and system manufacturers, as well as the automotive parts aftermarket.

Chasing multiple systems

HELLA has one of the largest aftermarket organizations in the world for automotive parts and accessories, with its own sales companies and partners in more than 100 countries. The company does business with a wide variety of OEMs, dealers and parts specialists across the world.

Demands of a global operation resulted in more than 60 ERP systems in use at HELLA, which also meant complex processes and increased costs. HELLA made a strenuous effort to reduce the complexity of its business-to-business (B2B) e-commerce infrastructure and, wherever possible, relocate and centralize B2B operations to the company's head-quarters in Lippstadt, Germany. This major project would streamline and centralize IT resources, reduce the number of supported systems and drive down support and maintenance costs.

HELLA began its search for a flexible, robust and secure solution. It was particularly important that the chosen platform could cope with the demands of different partners around the world, some of whom are large OEMs with substantial B2B experience, while others are relatively unso-phisticated with little B2B knowledge.

Centralizing B2B

HELLA maintains point-to-point connections for B2B transactions with some strategic customers and uses OpenText™ Trading Grid™ for the rest of its partners.

Trading Grid ensures that HELLA can enable any partner and consolidate electronic transactions onto a truly global B2B e-commerce network. HELLA experiences real-time data exchange and can rely on OpenText to mediate any differences between required communication methods.

There is a clear geographical variance. In Europe, approximately 75 percent of HELLA's partners use point-to-point connections, with the remaining 25 percent using Trading Grid. In other parts of the world, including North America and South America, these ratios are reversed, with around 75 percent of supplier connections via Trading Grid.
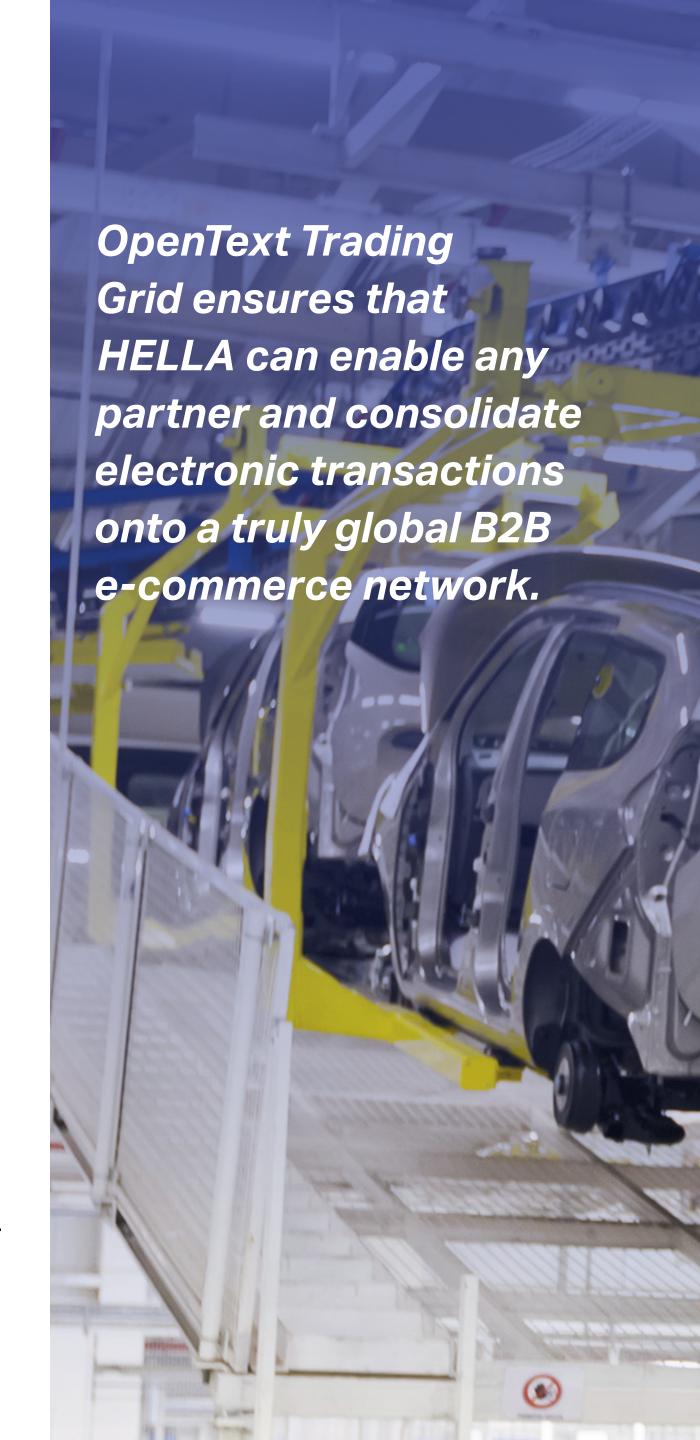
Trading Grid is the preferred route for OEMs who do not use point-to-point and suppliers who cannot or do not want to maintain their own B2B in-house expertise and resources. This applies, for example, to many partners in India and China.

Forming new connections

OpenText enables HELLA to take advantage of information inside and outside the enterprise. HELLA engages with its business partners and provides a broad and diverse suite of B2B capabilities, easing the business process.

The company estimates that it exchanges 35,000 electronic data interchange (EDI) transactions each day with customers, suppliers and third-party logistics companies. *"No business at HELLA could be conducted without EDI,"* said Udo Thienelt, manager of Integrated Applications at HELLA's Lippstadt headquarters.

According to Thienelt, the usage of EDI is still growing in the automotive industry and he reported that the company is still setting up new connec-tions every day. Thienelt noted that in many parts of Asia the relatively

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cheap cost of labor means that companies do not always see the benefit of adopting automated B2B technology, but he expects this to change and evolve as these markets mature.

HELLA sees cost and time-savings as the major benefits of OpenText and EDI. The automation offered ensures HELLA has correct information in a timely manner, avoiding errors that inevitably creep into manually maintained information.

Centralizing B2B operations and adopting Trading Grid as the standard network for B2B e-commerce connections allows the company to reduce costs of maintaining disparate EDI networks around the world. This has allowed the company to streamline and improve its support services, including a "follow the sun" anytime and anywhere support strategy, in line with the global expansion of the company's business.

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit opentext.com.

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