

MANULI RUBBER INDUSTRIES: SUPPLY CHAIN RE-ENGINEERING TO SUPPORT E-BUSINESS

VALUE OPPORTUNITIES

- *Widen the range of services on offer*
- *Increase visibility and control of logistic activities in support of e-business strategies*
- *Improve customer service*
- *Optimize critical internal production processes and resource deployment*
- *Reduce finished product stock*
- *Improve the ability of production to react to planning changes*
- *Enhance the quality of each service*
- *Support the traditional distribution network*

TXT E-SOLUTIONS RESPONSE

- *Demand Planning*
- *Production Planning*
- *Operation Planning & Scheduling (including ATP Capacities)*
- *Product, Price and Process Configuration*

RESULTS

- *More accurate sales forecasts shared among Area Managers via Internet*
- *Reduced delivery delays with subsequently higher customer satisfaction*
- *Reduced production planning time*
- *Higher efficiency along the entire supply chain and improved Management control over operations*
- *46% total value of all orders inserted by the clients through MRI web portal*

Corporate Profile

Manuli Rubber Industries - "MRI" – is a multinational group with a multidomestic organisation focused on the design, manufacture and distribution of fluid conveying rubber and metal components (hoses, fittings and assemblies) and systems for automotive, hydraulics and oil & marine applications.

- The Automotive Business Group is active in the design, production and sale of reinforced rubber and composite hoses, metal fittings, hose assemblies and other components for conveying fluids in automotive applications (air conditioning, refrigeration, power steering, active suspension, oil cooling).
 - The Hydraulics Business Group is active in the design, production and distribution of reinforced rubber hoses, metal fittings and hose assemblies for conveying fluids in high and very high pressure hydraulic systems
 - The Oil & Marine Business Group is active in the design, production and sale of floating and subsea large bore reinforced rubber hoses
- Manuli Rubber Industries S.p.A. shares are listed at the Italian Stock Exchange since 1997. Starting from

2001 MRI shares are traded in the new market segment denominated STAR, reserved for companies with a capitalisation lower than € 800 million, which satisfy high requisites of corporate information, corporate governance and liquidity.

Supply Chain Context

Manuli Rubber Industries, headquartered in Milan, operates in the international arena with 16 production facilities, 27 controlled companies and a worldwide sales and distribution network. Facing such an articulated logistical structure, a Supply Chain re-engineering operation was the prerequisite for better management of distributors and international collaborators and for responding to the demands of the net-economy.

Manuli's Challenge

Manuli Rubber Industries decided to implement a broad-based restructuring of its Hydraulics Group business processes and logistics, in support of an ambitious B2B project. This included the creation of a new Corporate web site and a new portal for the Hydraulic division. The new sites (www.manulirubber.com and www.manuli-hydraulics.com, respectively) provide

