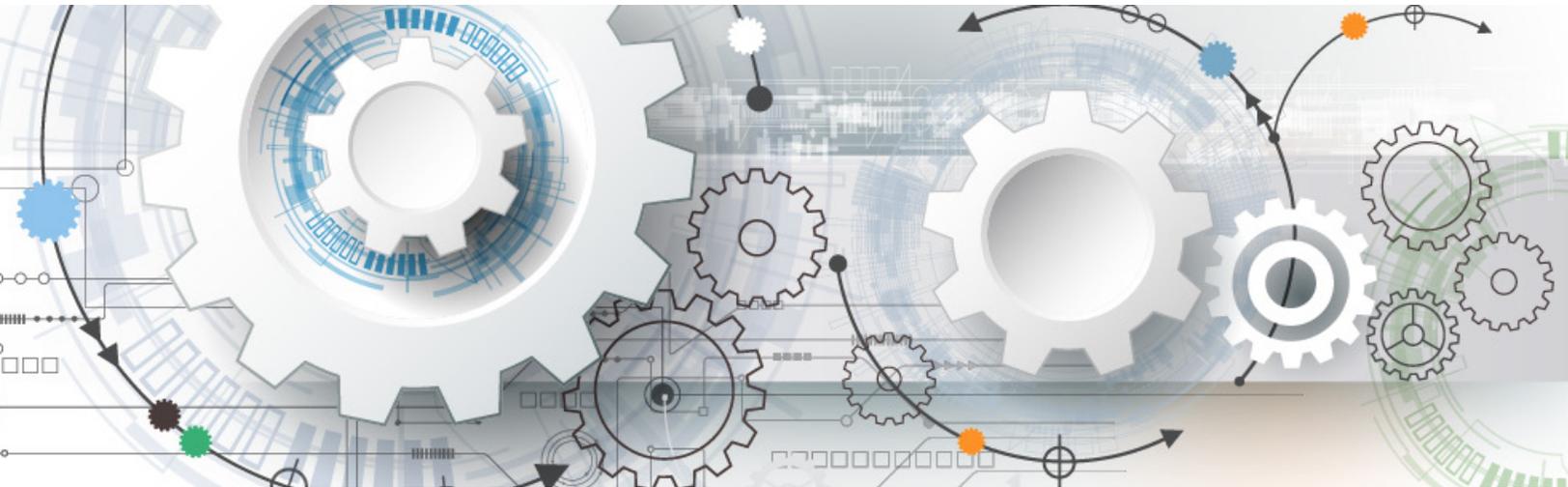




# Case Study

## Fortune 50 Auto Manufacturer Utilizes CBT's B2B Experience Portal to Deliver Flexible Supply Chain Optimization in 40 Countries



### CHALLENGES

Fortune  
**50**  
Automobile Manufacturer

Optimize for  
**40**  
International Buyers

CBT designed and implemented a customized B2B portal, named the B2B Experience, for a Fortune 50 Automobile Manufacturer. The portal provides an optimized buying experience including 30 different currencies with 30 different exchange rates.

### Background

CBT is a domain expert integrator and woman-owned technology solutions provider with **extensive experience designing and deploying enterprise-class solutions** for clients across the globe. By combining best-of-breed technologies, CBT provides a balance of **services and solutions in the areas of IT Supply Chain Optimization, HPC & Analytics, Industrial IoT, Hybrid IT and Consumption-Based IT** to augment our customers with the necessary tools to excel in the global marketplace.

A perfect example of how CBT delivers value to its customers is the following **B2B Supply Chain Optimization success story** at one of the world's largest automobile manufacturers. As a large-scale manufacturer of automobiles and commercial vehicles, the customer needed a **customized B2B portal that optimized, simplified and brought greater visibility to the OEM procurement process** for offices in over 40 countries.





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*F50 Auto wanted one place to go for everything. They wanted one single point of contact (CBT), which they didn't have before.*

TASCHA PRICE, CBT

## Problem

The IT **supply chain often presents hurdles** in dealing with enterprise infrastructure, but a customer's interaction with it drastically changes when they're offered **solutions instead of roadblocks**.

When a Fortune 50 US Automobile Manufacturer (hereafter referred to as "F50 Auto") was looking to **cut costs and save time** within their IT supply chain, they were met with a familiar issue: rigidity. F50 Auto was working with Hewlett Packard Enterprise's (HPE) B2B portal and it simply wasn't allowing them the level of control and visibility they desired. The need for a custom solution becomes clear when you realize **F50 Auto buys for 40 global internal organizations** in 30 different currencies at 30 different exchange rates, all refreshed monthly. Managing this complexity **wasn't something the standard OEM portal from HPE could provide**.

As is common with large OEM's, HPE's true strength is creating innovative, industry-leading technologies rather than the logistics of how their customers purchase and consume them. **Customers often need to escape the one-size-fits-all** OEM platforms necessitated by the size and breadth of OEMs' clientele bases. That's why **domain expert integrators like CBT are critical** to assist our OEM partners and our mutual buyers with solutions like our fully customized B2B Experience.

"F50 Auto wanted one place to go for everything. They wanted one single point of contact (CBT) which they didn't have before" says Tascha Price, Client Services Manager at CBT.

As a more agile company, CBT is able to react and adapt to our customers' needs more nimbly than our larger partners. **We function as the driving gear connecting OEM's to their accounts and vice versa**. This allows us to approach the IT supply chain a little differently – we customize our solutions by analyzing our clients' specific needs and creating streamlined purchasing platforms. We are able to provide easy-to-consume reporting information along the buying journey that greatly reduces the complexity around approvals and purchasing decisions. This **pivots the supply chain from an obstacle into the foundation for our clients' innovation**.



*CBT helps take the rough edges off large, complex and highly integrated orders while helping drive standards and efficiency for spot buys around the world.*

TOM HARMON, HPE





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*CBT was able to program monthly payments into their B2B, massively simplifying PO and budgetary processes.*

EXECUTIVE, HPE

## Solution

Through our proven discovery process, Innovation Delivery as a Service, we learned F50 Auto required several key capabilities in order to meet their business goals: the **quoting process had to be simplified through bundles and catalogs**, the **ordering process made quicker and easier through fast replication and interdepartmental sharing**, and the **delivery of equipment** from the OEM to the customer needed to **flow more smoothly through managed shipping costs and order tracking**.

The resulting solution created for F50 Auto was:

- 1. Fast** - By simplify the complexity of large engineering configurations and creating product bundles, we improved F50 Auto's order processing and expedited order approvals.
- 2. Simple** - Our user-friendly interface seamlessly integrates with the OEM's catalogs and systems to break down complicated on-demand lease quotes and orders.
- 3. Flexible** - The fully customizable experience allows F50 Auto's management teams to easily build and edit standardized configurations, integrate international ordering logistics like exchange rates, shipping costs and more.
- 4. Comprehensive** - Through custom dashboards we provide accurate reporting and quarterly audits, plus comprehensive asset tracking and automated product end-of-life scanning and notification.

## RESULTS

Increased F50 Auto's Purchases by

**194%**

In 5 Years

## Results

Through the B2B Experience portal, we were able to meet F50 Auto's desires for IT Supply Chain Optimization with innovations that allowed **greater visibility, flexibility and control throughout the buying process**.

These adjustments have built trust between CBT and F50 Auto, and have even contributed to a stronger relationship between them and HPE. In fact, **F50 Auto's business with HPE and CBT has increased by 194%** since our initial engagement in 2015. These purchases are currently providing critical infrastructure for innovative, complex projects such as building the world's first commercially available autonomous vehicle.

