



SUCCESS STORY

WEBEDI IN THE AUTOMOTIVE INDUSTRY



Vibracoustic is a full-range supplier of vibration technology for cars and trucks. Thanks to consistent customer orientation, global structures and superb industry expertise, Vibracoustic has an excellent reputation as the founding developer of technical vibration modules and components for the international automotive industry. Vibracoustic currently operates 24 locations worldwide and supplies its products to all leading automobile manufacturers.

Its operations are focused on the four key business areas of drive trains, motor bearings, chassis and suspension struts. The company was founded in 2001 as a joint venture with Phoenix AG. Since the beginning of 2005, Vibracoustic is wholly owned by Freudenberg & Co. With its approximately 2,000 employees, the automotive manufacturer achieved sales of €503 million in 2007.

Vibracoustic automates Business Partner Collaboration via WebEDI

Thanks to Electronic Data Interchange (EDI), companies can accelerate their business processes in addition to reducing inventory, margin of error, and process costs. In the automotive industry nearly all original equipment manufacturers (OEMs) and major first-tier suppliers utilize EDI. Data is transferred bilaterally between the business partners from one application to another. Documents that may be exchanged electronically include orders, delivery calls, deliveries, stock movements, and invoices.

Since its founding, the automotive manufacturer Vibracoustic has used EDI in business transactions. Alongside traditional EDI, Vibracoustic employs a WebEDI platform to connect suppliers. The platform has been productive since the beginning of 2005, and it has been available to suppliers since that time. Now suppliers can choose whether they want to use traditional EDI or WebEDI when working with Vibracoustic. This way companies can benefit from the advantages of electronic data exchange even if they lack their own EDI connection technology.

All business partners require is an Internet-compatible computer with a Web browser and a printer. Data is retrieved and processed over the Web. Required data is entered directly into online Web forms. The WebEDI platform is a standardized transaction and communication platform for the entire supply chain. Efficient supply chain management is made possible through the integration of Vibracoustic in the existing SAP system landscape, and this benefits all involved business partners. Electronic data is fully exchanged online—no longer requiring the process of being printed manually, sent per mail or fax, and retrieved again by the business partner.

This allows quicker handling of procurement and delivery processes, potentially reduces errors that occur in manual recording, and saves personnel costs. In the framework of the “dock-to-dock” project from Vibracoustic — which aims at accelerating processes between goods receipt and goods issue — the application plays a key role in speeding up and securing the communications process with suppliers.

