

# Ben Tire Distributors

## About:

Ben Tire Distributors/Neal Tire is an employee-owned company started by the Neal family in 1925. Ben Tire, the wholesale division, has six distribution warehouses in the Midwest serving several hundred dealers. They are a multi-brand tire, wheel, and automotive parts supplier with a complete line of shocks, struts, and front end and brake parts. Neal Tire & Auto Service is the retail side of the business, with 30 locations in Illinois and Indiana, taking care of automotive service needs and offering a complete line of truck accessories. Neal Tire offers complete car care and specializes in on-the-farm service.

## Situation:

Ben Tire Distributors was using two different computer systems to operate their wholesale division. They saw a need to consolidate their systems and to increase their report writing efficiencies. They needed a system that would produce real time reports for management that could be processed during business hours, and would not slow down their point-of-sale system.

Ben Tire was looking for an integrated system with a faster operating speed and better reporting capabilities. At the time, Ben Tire was processing reports at night in order to preserve the speed of their point-of-sale system during the day. To create a general ledger report, they had to extract information from a system used for point-of-sale, inventory, and accounts receivable, and then input it into another system. Was it functional? Yes. But was it the most efficient solution? No.

Staff from Ben Tire shopped for a solution during a visit to the SEMA show. Not one to be taken over by "show-fever," when they saw a product they liked, they did their research. They chose to visit a current user of the software, Auto Tire, in nearby St. Louis, MO. There they saw the product in action and got answers to questions directly from daily users of the system.

## Solution:

Ben Tire Distributors installed ASA Tire Systems' TirePro application. Today the TirePro system integrates Ben Tire's point of sale, inventory, and accounts receivable data directly into their general ledger.

TirePro is user-friendly software developed specifically for the tire industry. By design, TirePro optimizes the use of a computer's resources to operate. This allows tasks like report processing, which Ben Tire previously had to administer overnight, to occur during business hours while the system is in use. Now Ben Tire can run Daily Sales Status, Order Status, End-of-Day Transactions, Lost Sales, Outside Purchases, and Back-Order or Advertising Analysis and other reports in real-time. They no longer have to wait until the next day to get the information they need to make vital business decisions. In addition, TirePro offers tire dealers the ability to write custom programs and reports easily. This provides Ben Tire the opportunity to get the information they need, in the format they choose, and to create as many reports as they wish.

When asked about the addition of TirePro, Dave Dillier, Systems Manager at Ben Tire, said, "This allows the financial reports to be prepared much faster than in the past. The speed of the system allows us to run any reports at any time."

As a complete business management system, TirePro has many obvious software functions outside of its reporting capabilities. One such option is a great highlight at Ben Tire, "The price upload program is a real life saver. We deal with many different tire manufacturers, and this past year the manufacturers had price increases several times due to the energy situation. If it were not for the upload program, I would not have been able to keep up," says Dillier.

With TirePro, Dillier mentions, "We have a fast stable system capable of producing the reports we need when we need them. We have better control of our inventory master file and accounts receivable due to the consolidation the system allows. The ability to use ODBC to create reports is a real plus. I can get what I want, how I want it."

**ASA** Tire Systems

1.866.210.6717  
info@asatire.com  
615 Amherst Street  
Nashua, NH 03063  
www.asatire.com