



White Tire

About:

White Tire is headquartered in Roanoke, Virginia and has long been a leader in the tire and service industry. Their success within the Mid-Atlantic and Southeastern United States has been accomplished through a continued commitment to provide customers with the highest quality product and service available today, at a competitive price. White Tire's customers are supported by five Bandag retreading operations, ten commercial operation facilities, one heavy duty truck alignment center, and five retail auto service centers catering to the passenger car and light truck markets.

Situation:

White Tire is well known in the industry, has been listed as a "Top 100" independent tire dealer by *Modern Tire Dealer* magazine several years in a row, and prides itself on professional personnel, superior service, and quality products.

With five Bandag retreading operations, and as a multi-location independent tire dealer and auto service center, White Tire found that they were using two different computer systems to operate their retread business. The duplication of work was very time consuming and as a leader in the industry, White Tire needed to find a way to streamline their operations and stay on top.

White Tire had been using ASA Tire Systems *TireMax*[®] software for over 15 years, and used the OpenRoad "RoadWare" Retread product in conjunction with *TireMax*[®] to process delivery receipts for their retread facilities. This software combination, although functional, meant White Tire was handling delivery receipts two to three times in two different systems; hardly a profitable process for the long term operation of their business.

White Tire wanted a product that would eliminate the need to duplicate work, save them time, and ultimately increase their overall profitability.

Solution:

White Tire decided to become the first *TireMax*[®] user to utilize the ASA Tire Systems interface to the Bandag BASys Data Channel. With the use of this software interface, White Tire is able to automatically connect their *TireMax*[®] business management application with the Bandag BASys Data Channel.

The Bandag BASys Data Channel lets Bandag dealers submit credits for national account delivery receipts electronically. With the interface, White Tire can also easily download approved claims into *TireMax*[®] for processing. Because it lets you move information between Bandag's BASys Data Channel system and *TireMax*[®], this utility will help White Tire meet their goal of streamlining their operations and eliminate clerical errors when it comes to delivery receipt processing.

Today, White Tire has the BASys Data Channel up and running with *TireMax*[®] in four of their stores. They plan to add more stores slowly as staff is properly trained at each location. Sherry Arthur, Corporate Controller for White Tire, says that with the new interface there is "less time taken by point of sale and office personnel."

As an added benefit, this new interface helped ASA Tire Systems become a "premium-level" vendor with Bandag, Inc. This is great for ASA, but is there an advantage for White Tire and other independent tire dealers like them? Yes! With the new vendor status, dealers can now use both the Bandag PowerPlus and the ePower funds for their POS software purchases from ASA in the future. Not only do they gain a time savings and improved accuracy from the interface itself, they will also be saving money on future technology investments.

White Tire met their goal, Sherry Arthur notes that they "have streamlined the delivery receipt processing procedure." This exciting new interface will allow them to input the cause of failure and retread DOT at point of sale, download inventory and price information, generate reports describing fleet customer and price information changes, and reports that indicate pricing file conflicts with fleet contracts. In the long run, the addition of this interface will allow them to save time, improve accuracy, cut costs and increase profitability.



ASA Tire Systems

1.866.210.6717

info@asatire.com

615 Amherst Street

Nashua, NH 03063

www.asatire.com