

“Using EDI has enabled EGR to deliver just-in-time programs and boost its competitiveness.”

— RYAN MAZGAJ,  
CUSTOMER DEVELOPMENT  
MANAGER AT EGR EUROPE



# EGR Europe Drives Ahead with Electronic Document Exchange

Automotive Parts Manufacturer Uses EDI Solutions from GXS to Improve Customer Satisfaction

## Corporate Profile

### Leading Automotive Parts Manufacturer

EGR's business is in the manufacture and supply of automotive parts. Since the company's formation in 1973, the Group has developed from its base in Brisbane, Australia into a truly global company with an established reputation for quality and service. Today, it is the preferred supplier to over 200 automotive parts and accessories divisions of Original Equipment Manufacturers (OEMs) in 40 countries worldwide.

The Group currently employs over 800 people worldwide, who are responsible for the design, development, manufacture, marketing and sales of an extensive range of automotive products. These include accessories such as body styling kits, passenger car and 4x4 wheel arch extensions, headlamp protectors, wind deflectors and bonnet protectors.

The EGR Europe division of EGR Worldwide began operations in 1990. Since then, the division has expanded rapidly, with a facility in Milton Keynes, United Kingdom that boasts strong product development and design as well as distribution of products across Europe. For more information on EGR's products, go to [www.egrauto.co.uk](http://www.egrauto.co.uk).

## The Business Challenge

### Improve Customer Responsiveness

EGR Europe trades with around 400 customers ranging from major OEM companies to individual distributors across Europe. For these businesses, as well as for EGR, timing of production and deliveries are crucial. The company had to therefore look at a way to improve the efficiency within its supply chain, which was being slowed down by the processing of paper documents, such as orders and invoices. Its challenge was to improve customer responsiveness, and therefore customer satisfaction by:

- Ensuring on-time delivery
- Delivering just-in-time programs where demanded by customers
- Improving replenishment flexibility
- Reducing costs associated with handling orders

Ryan Mazgaj, Customer Development Manager at EGR Europe, explains, “EGR prides itself on customer responsiveness. However, with paper in the process, we could see that improvements had to be made not only to meet customer requirements, but also to increase supply chain efficiency and the company's competitiveness.”

**EGR EUROPE'S RESULTS:**

- Improved customer satisfaction
- Reduced paperwork
- Streamlined order administration processes
- More efficient movement of product

**The Solution****Electronic Exchange of Business Documents**

EGR chose TradeWeb<sup>SM</sup> and Tradanet<sup>®</sup> Service from GXS to exchange orders, self-billing invoices, information requests and Advance Ship Notices (ASNs) electronically with its customers.

TradeWeb is a Web-based Electronic Data Interchange (EDI) service that was the first of its kind on the market. To use TradeWeb, all EGR needed was a personal computer, a standard Web browser and a modem. EGR simply completes its information online using forms and TradeWeb then routes the information electronically to DaimlerChrysler, one of EGR's larger customers.

EGR also uses Tradanet, which supports trade through various standards and communication protocols, such as XML, EDI and other industry-specific standards. In addition, Tradanet includes audit trails, user-controlled access and local language support 24 hours a day to help ensure business documents are protected in a secure environment.

Today, EGR exchanges EDI-format documents with ten of its customers, including DaimlerChrysler, representing 20 percent of its business. Orders, for example, arrive electronically from its customers. They are then entered into EGR's own bespoke ordering system, which was developed in-house using several integrated systems. When the goods are ready to be dispatched or picked up, the company sends out an ASN via EDI to the haulage firm or customer to arrange the delivery of the goods. Otherwise, dispatch is carried out using standard dispatching techniques.

**The Results****Increased Competitiveness, Streamlined Supply Chain**

Reduced paperwork and therefore less manual administration processes were important benefits for EGR. But more critical was that the use of Tradanet and TradeWeb has enabled the company to do business with those global companies that demand the use of EDI. Also, by allowing customers to order via EDI, EGR can deliver a just-in-time program as required by some customers:

"For just-in-time delivery to happen, we need to receive orders as early in the process as possible, and be able to share that order information across the business," adds Mazgaj. "Different sections of the company can now work on their part of an order—for example, one looks after packaging, while the other, the parts lists—within the same timescales so that they all arrive together to fulfil the order. We couldn't do this without EDI."

Mazgaj concludes, "As part of EGR's strategy to continually improve competitiveness, the company will continue to look at ways in which EDI can help us gain new customers and improve relationships with existing customers."

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**About GXS**

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