



SUCCESS STORY

JTEKT Europe Thriving In The Automotive Industry With In Mind Cloud's Sales Platform

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your Company
success!



The Company



JTEKT is ranked 18th automotive parts supplier in the world.

JTEKT Europe Automotive Components serves automobile manufacturers around the world with steering systems and drive-line components to realize assuredness, safety and comfort as a system supplier. JTEKT's mission is to provide value to customers by delivering excellent products and services that exceed their expectations.

Website

<https://www.jtekt.co.jp/e/products/automobile.html>

KEY FACTS

Company Name

JTEKT (European Operations)

Industry

Automotive Components Manufacturer

Products/Services

Steering Systems, Drive Line Bearings & Machine Tools

Company History

JTEKT was established in 2006 as a merger of Koyo Seiko Co. founded 1921 and Toyoda Machine Works founded in 1941

Headquarter

Irigny, France

22

Companies

31

Locations

15

Production
Facilities

12

Countries

Workforce
7,517

Revenue

1.7

Billion EUR
(JTEKT Corporation)

The Challenge: Profitability for Engineering Solutions With Extended Life Cycles

JTEKT's mission is to deliver outstanding products and innovations that exceed customer expectations. Being a global player in the automotive components industry, their sales are characterized by the follow specifics:

- A small customer base of global car manufacturers with a high number of contacts
- High quantity products with complex technical specifications and varying commercial agreements
- Frequently changing costs and prices, such as raw material, engineering and labour costs and commercial price adjustments
- Contracts that run over several years, up to 25 years

Arising from these specifics, JTEKT Europe is facing the following sales challenges:

- Producing timely RFQs for specialized solutions with advanced cost structures, multiple project phases and various documentation requirements
- Managing on-going projects, contracts and keeping track of the varying cost factors and commercial agreements over the years
- Protecting margins for extended life-cycle solutions from development over mass production to after-market
- Offering technology and productivity improvements across specialized products that require coordination of cross-customer negotiations

Catherine Cuppi
Project Manager of JTEKT Europe
states:

“We have many customer teams, and each had their own way of documenting customer requests and RFQs. With project durations of several years, the financial impact of errors for us is comparably big, as is the risk of knowledge loss is very high without a unified system.”



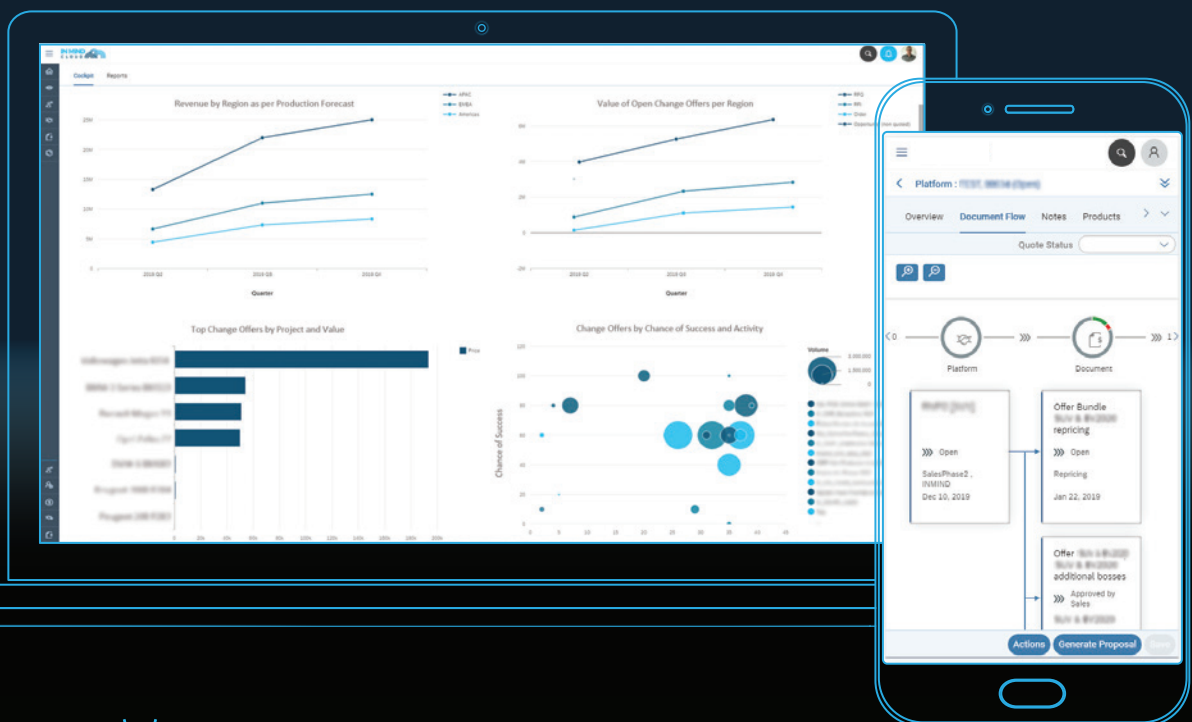
Operating on a global scale and serving high-class automobile manufacturers, JTEKT Europe recognized the need to standardize internal processes and increase operational efficiencies. They also declared that lifting their customers interactions to a new level of excellence as their strategic goal.



The In Mind Cloud Solution

Collaborating with JTEKT Europe on their industry specific requirements and individual goals, In Mind Cloud provided and customized a solution for them to unify and digitalize their sales and price management processes. In Mind Cloud's solution includes:

One Platform To Manage All Projects



- Customer and Supplier Insights**
Manage and provide visibility for all of JTEKT Europe's sales teams into all relevant contacts – externally and internally – and mapping on-going commercial projects and automotive platforms with accounts and customer plants

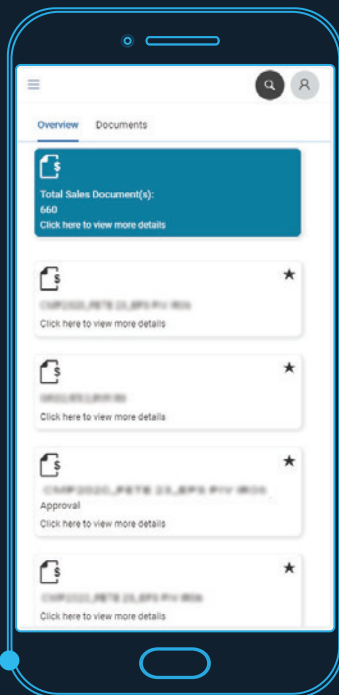


- Productivity Analytics**
Connect data points to allow for ease in gathering insights into the evolution and forecast of product prices, applied engineering changes, and product innovations



- Process Orchestration**
Provide a single source of truth for project data, terms & conditions and customer requirements, available 24/7 on any device

Costing & Pricing For Extended Solution Life Cycles



Interactive Costing & Pricing

Cost and price data from ERP available within one system across all channels, devices and sales teams, decreasing costing and pricing errors



Sales Guidance

Supporting sales teams via capturing the cost and price structure of new projects or on-going cost/price changes in the product offering to reduce the time-to-quote and have a 360 overview on all commercial engagements



Proposal Generation

Automation and unification of quote generation across all teams with fully customizable document templates plus customer and language specific template libraries

Protecting Margins And Simulate Costs



Simulation

Manufacturing cost calculation in real-time for cost and margin transparency that aids in the evaluation of required investments like tooling costs and part costs for example



Mass Change

One-click cost estimation via mass change option for different attributes in line items for project profitability considerations



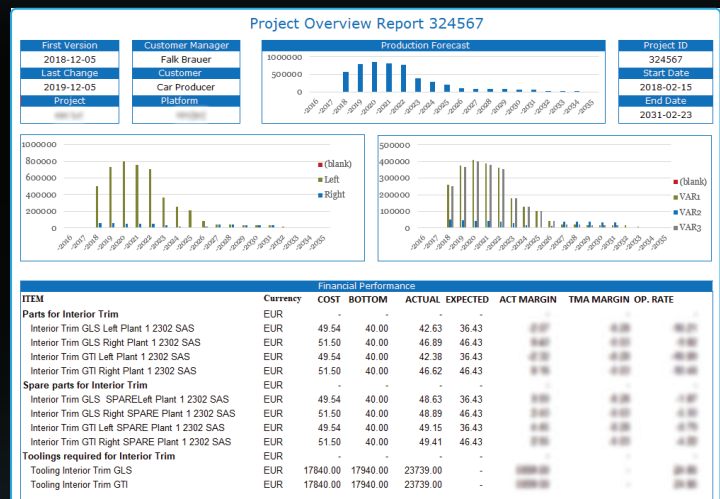
Discount & Margin Management

Dynamic pricing based on material or part combinations, volumes, deal sizes, customer categories, sales regions or custom rule parameters to ensure compliance and protect margins



Sales Collaboration

Enabling management of all approvals in one system including multi-level approvals and routing from sales to engineering to accounting for increased productivity



Automated Collaboration And Project-Lifespan Consistency For Pricing



- Engineering Collaboration**
Automated collaboration between Sales Technical Department and Cost Control with configurable workflows and routing to guarantee a fast and flawless RFQ submission

Position	Name	Object ERP ID	Quantity	Unit of Measure	Currency	Old Price	Cost (Change)	SP
1	Item	Item ID	1.00	EA	EUR	0.00	1.00	0.00
1.1	Item	Item ID	1.00	EA	EUR	221.33	2.00	221.65
1.2	Item	Item ID	1.00	EA	EUR	216.33	3.00	216.65
1.3	Item	Item ID	1.00	EA	EUR	225.33	4.00	225.65
1.4	Item	Item ID	1.00	EA	EUR	211.08	5.00	211.60
1.5	Item	Item ID	1.00	EA	EUR	228.18	6.00	228.70
2	Item	Item ID	1.00	EA	EUR	0.00	10.00	0.00
2.1	Item	Item ID	1.00	EA	EUR	216.33	11.00	216.65
2.2	Item	Item ID	1.00	EA	EUR	225.33	12.00	225.65
2.3	Item	Item ID	1.00	EA	EUR	211.08	13.00	211.60
2.4	Item	Item ID	1.00	EA	EUR	228.18	14.00	228.70
2.5	Item	Item ID	1.00	EA	EUR	222.31	15.00	222.63
3	Item	Item ID	1.00	EA	EUR	0.00	21.00	0.00
3.1	Item	Item ID	1.00	EA	EUR	228.18	22.00	228.70
3.2	Item	Item ID	1.00	EA	EUR	222.31	23.00	222.63
3.3	Item	Item ID	1.00	EA	EUR	217.06	24.00	217.58
3.4	Item	Item ID	1.00	EA	EUR	221.33	25.00	221.65
3.5	Item	Item ID	1.00	EA	EUR	216.33	26.00	216.65
3.6	Item	Item ID	1.00	EA	EUR	225.33	27.00	225.65
3.7	Item	Item ID	1.00	EA	EUR	211.08	28.00	211.60



- Production Knowledge**
Centralizing and providing constantly changing price and cost information throughout the entire life-cycle of JTEKT's steering solutions business



- Integration of Offer and Product Database**
Tracking commercial agreements before the actual Purchase Order arrives and validating the customer order against the internal price tracking mechanism, ensuring all price updates in SAP ERP are correct

Collaboration & Implementation

With a project spanning over 10 months, Itelligence France and In Mind Cloud supported JTEKT Europe in all aspects ranging from detailed discussions of requirements and how to replace and/or improve internal processes, to the essential process of change management. Several workshops were conducted with Sales Management, Customer Departments, Cost Control Centre, Technical Centre, Accounting and Prototyping Department.

With a group of 8 key users, a train-the-trainer roll-out was conducted. A seamless migration of legacy data as well as data hygiene was ensured through extensive testing.

“We were impressed by In Mind Cloud’s industry expertise and their deep understanding of our specific requirements and demands during development and go-live of the solution,” Catherine Cuppi points out.

The Results: A Sales Solution Catering to the Specifics of the Automotive Industry

Business Operations: Consistency and Accountability through One Single Source Of Truth

With the implementation of a unified system to capture all customer and quote data, JTEKT Europe eliminated the need to track prices, cost changes, and open proposals manually. All connected processes have experienced an efficiency boost. Enabling of data consistency has proven to provide complete insight into every offer, customer project and automotive platform. This allows for accurate reporting and accountability on the side of Sales Management, Customer Departments, Cost Control Centre, Technical Centre and Prototyping Department.

"In Mind Cloud's solution for us serves as one unified place of knowledge to track all prices for our projects and year-long customer commitments," Catherine Cuppi confirms.

Financial Impact: Cost and Price Management for Project Lifespan

For JTEKT Europe it is crucial to evaluate every price change against one or multiple cost changes. Bottom prices must be agreed across departments to achieve the best commercial outcome for the company. Centralized price and cost data as well as commercial agreements tracking through In Mind Cloud's solution allows JTEKT Europe to ensure that all price updates in the actual manufacturing and invoicing systems are correct and costly errors are prevented.

Furthermore, on confirmation of a customer order, prices are semi-automatically updated in the ERP system, so that shipped parts are always invoiced with the correct prices.

"When we receive an RFQ for an automotive platform, we commit to hundreds of thousands of parts to be delivered in the coming years. All technical specifications need to be 100% correct, cost planning needs to be carried out carefully and the internal validation process is crucial. As costs and prices change during the years of production, any error along the way has a serious commercial impact."

Strategic Goal Achievements: Profitability

Within the automotive industry margins and production volumes are the key determining factors for business success. Protecting margins in an end-to-end digitized sales process is the main strategic goal for JTEKT Europe. In Mind Cloud's solution enables capturing, tracking and reporting of the relevant customer and sales data and seamlessly connects it across their locations to empower JTEKT Europe in their decision making.

With the help of In Mind Cloud's solution JTEKT Europe is now able to manage all their projects via one platform, while ensuring margin control over the life cycle of their offerings. Furthermore JTEKT Europe fosters a high level of compliance and efficient collaboration in RFQ processes. Thus, setting the course for a profitable future in which JTEKT Europe continues to deliver excellent products and services that exceed their customer's expectations.

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