

Cooper Tire & Rubber Company Advances New Tire Innovation; Reduces Time to Market from 24 Months to 12

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Who is Cooper Tire?

Cooper Tire is the 13th largest global tire manufacturer and the 5th largest tire manufacturer in North America with more than 10,000 employees throughout the world. For more than a century, Cooper has remained committed to doing the right thing – for their planet, people and products.

In February of 2015, Cooper realized the market was changing and they needed a faster way to change with it. David Drake, Manager Global Data Governance of Cooper Tire, met with CPS executives.

As an employee of 38 years, David had the key responsibility for the quality and integrity of all SAP Master Data.

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What was their tipping point?

It was determined that there were 8 projects to be addressed to help improve the lead time for new product development.

David gave the go ahead to start the projects together which ran either concurrently, overlapping, or sequentially. In one year, all 8 projects were implemented and the results have been nothing short of spectacular.

The Sales and Product Managers were thrilled that David delivered the promised results for the new product lead time.

David gave an example to the executives of how Cooper went from 120 hours of data entry to 5 hours. It was really 2 hours, but he didn't think they would believe him!

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What were their struggles?

David was being blamed by Sales and Product Managers as being the roadblock to getting new products to market faster.

It was taking 24 months from idea to production for a new product. The goal was to reduce the time to 12-14 months.

CPS proposed a quick discovery engagement to answer the following questions:

- What are the complexities involved?
- How is the data collected?
- How many people are in the workflow?
- What are the risks involved?
- What are the integration points?

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What is their new beginning?

As a result, Cooper delivered the award-winning new products such as the: Discoverer® Snow Claw™ tire, its WORK Series™ All Weather Drive (AWD) tire, and 3 other new tires ... and this was just in 2019!

Despite the challenges to the tire industry, Cooper maintains its leadership position and reported consistent operating profits where they ended 2019 with \$2.8B in revenue.

The executives view CPS's partnership with Cooper Tire as one of adding value by optimizing processes quickly to drive results for revenue and shareholder value.

Reduce your complexities with CPS

Strategy



Digital Transformation Roadmap (SINC) : Unclear to Clear

Don't spend a penny on digital transformation without having a strategy in place. Using our unique consulting process (SINC), your business goals and technology needs come together.



Try New Technology (POV) : Unknown to Known

Pilot and prove value of technology before committing to large spend. Start with a specific use case and learn how new technology can add quantifiable value to your organization.



Center of Excellence (COE) : Disorganized to Organized

Create a highly functional automation/innovation team that prioritizes your strategy with technology allowing you to achieve top line revenue or bottom line profits.

Execution



Digital Transformation Platforms (DTP)

Leverage platforms and independence from code/technical debt, IT bottlenecks and line of business (LOB) vendors to digitally transform at scale.



Projects and Support (BPMS)

To enable sustainable and predictable growth, we offer technology strategy and advisory expertise, design and build custom solutions and monthly, ticketed level 3 support.

Contact CPS to learn how to make the complex simple.

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