

Piedmont Truck Tires

About:

Piedmont Truck Tires is one of North Carolina's largest commercial tire dealerships with six servicing locations geographically situated in North Carolina's largest trucking areas. They are a full service tire store and Michelin retreading facility. Serving North Carolina since 1978, Piedmont Truck Tires specializes in same-day service and repairs on cars, SUVs and pickup trucks, as well as same-day truck repair and 24-hour fleet service. Piedmont's success has been accomplished through a company-wide commitment to outstanding service, the best quality products at fair prices and by always going the extra mile for customers.

Situation:

As a Michelin retreading facility, Piedmont was running BibTread™, Michelin's retread management software, to manage every step of their retreading process. They were also running ASA Tire Systems' *TireMax*® software, since 1989, for their accounting and point-of-sale needs.

Using two different computer systems to operate their retread business, Piedmont found the duplication of work very time consuming. In order to use the two computer systems together, staff at Piedmont needed to print information from BibTread™ and manually enter that data into *TireMax*®. This duplication of efforts not only cost Piedmont valuable time, but incomplete data entry was also causing them to miss out on repair revenue. In addition, keying data into both systems, left the door open for data entry errors.

With a focus on reliability and cost savings, Piedmont Truck Tires needed a system that would operate dependably, was backed by a strong support system, and would ultimately save them time and money.

Piedmont Truck Tires wanted a product that would eliminate the need to duplicate work, streamline their operations, and ultimately increase their overall profitability.

Solution:

Working together with Michelin N.A. and ASA Tire Systems, Piedmont Truck Tires choose to deploy a new interface designed specifically for *TireMax*®. The interface allows them to electronically and seamlessly move information from the BibTread™ software to *TireMax*®.

Because it lets you move information between BibTread™ and *TireMax*®, this utility will help Piedmont meet their goal of streamlining their operations when it comes to retread processing. Using the new system, Dan Rice, president of Piedmont Truck Tires says, "We are definitely saving both time and money. We have eliminated at least 4 hours of clerical time every day. This would equate to at least \$25,000 a year savings in salary and benefits."

Piedmont is now able to serialize by bar code number all of the retread carcasses that are processed in the system. With this, Piedmont is now able to capture all of the repair revenue. This is an area that Piedmont will gain over \$10,000 per month in profits because previously the sales people did not bill for the repairs. They can also account for all carcasses that pass through the system by the bar code number.

Piedmont has been using the ASA Accounting and Point of Sale software, *TireMax*®, for nearly 20 years and they have been totally satisfied. Rice states, "This satisfaction comes from the fact that the ASA system is totally stable and we do not have to ever deal with the system being down or with us losing information. ASA has proven to be a reliable partner with the interface and with the other issues that have come up over the last 18 years. They respond quickly when there is a problem and move to get it fixed."

Piedmont met their goal, today, when tires are produced in the retread shop, then can stock transfer them to their eight stores electronically. All consumed retread materials and carcasses are taken out of inventory automatically and tracking tires has become very easy with the *TireMax*® to BibTread™ Interface. "The reports that can be generated with the information gathered by these two systems are a big selling tool for our sales people and a great benefit to our customers," says Rice.

ASA Tire Systems

1.866.210.6717

info@asatire.com

615 Amherst Street

Nashua, NH 03063

www.asatire.com