

APSC **AUTOMOTIVE PARTS SUPPLIERS CONFERENCE**

SEPTEMBER 11-12, 2024

PONTIAC, MI

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METALFORMING
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Magazine

From Skepticism to Enthusiasm

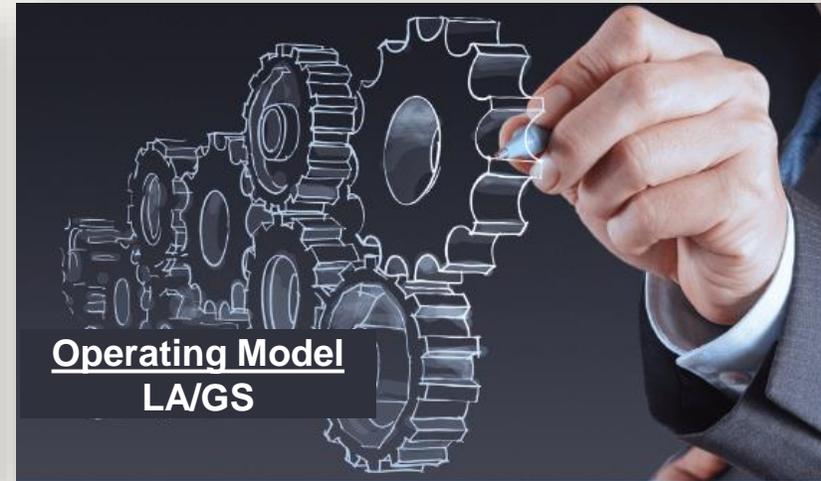
BorgWarner's Sales Intelligence Management Transformation

Denis Wills – BorgWarner, Head of Global Sales

Bucky Strong – Tohoom CEO

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Why did we need to do anything?



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What was BorgWarner Skeptical of?

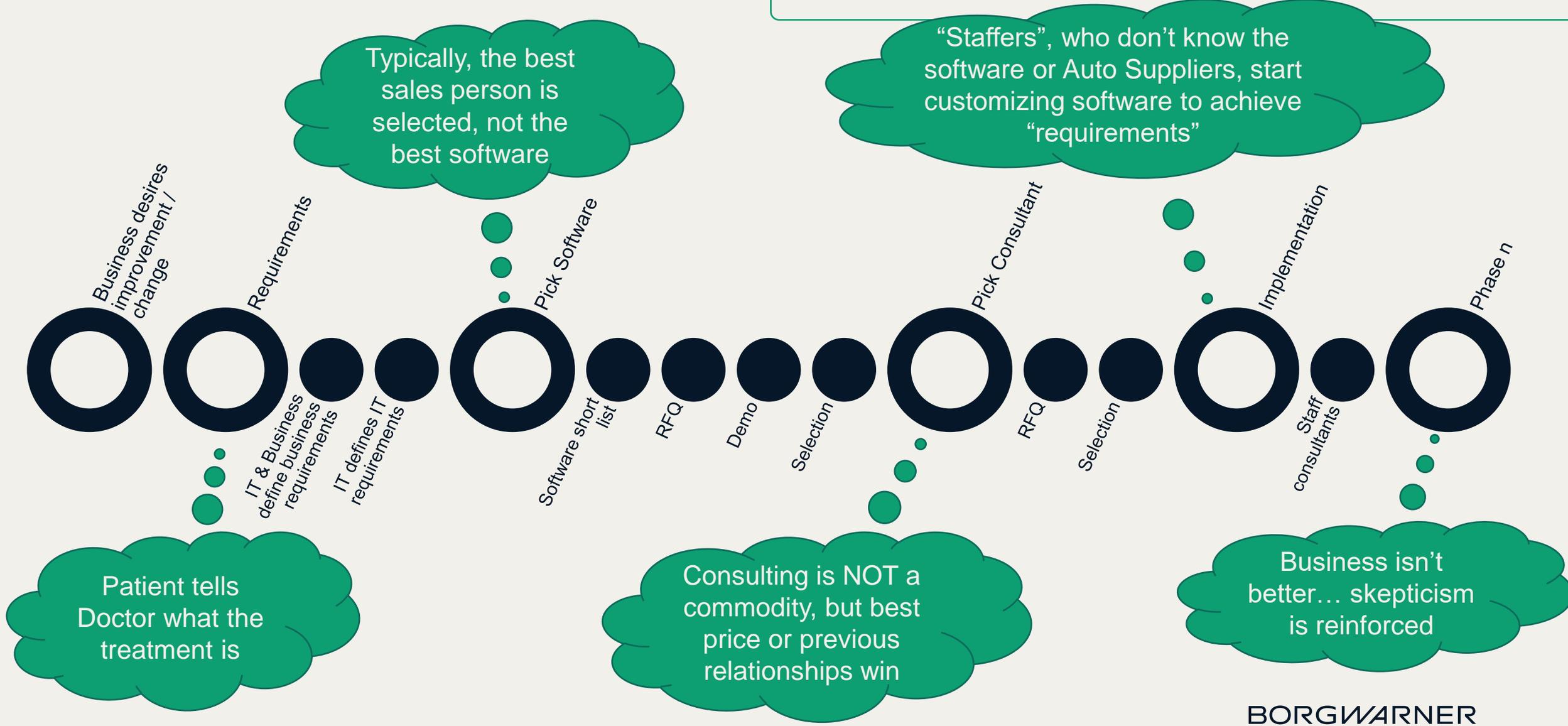


- Over-promise / Under-deliver
- Overburdened resources
 - “Not another thing”
- Limited IT resources
 - Deployment
 - “Care & Feeding”
- Alternative strategies

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Recipe for Skepticism

Pitfalls of Traditional Software Application Selection & Implementation



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What did we do?

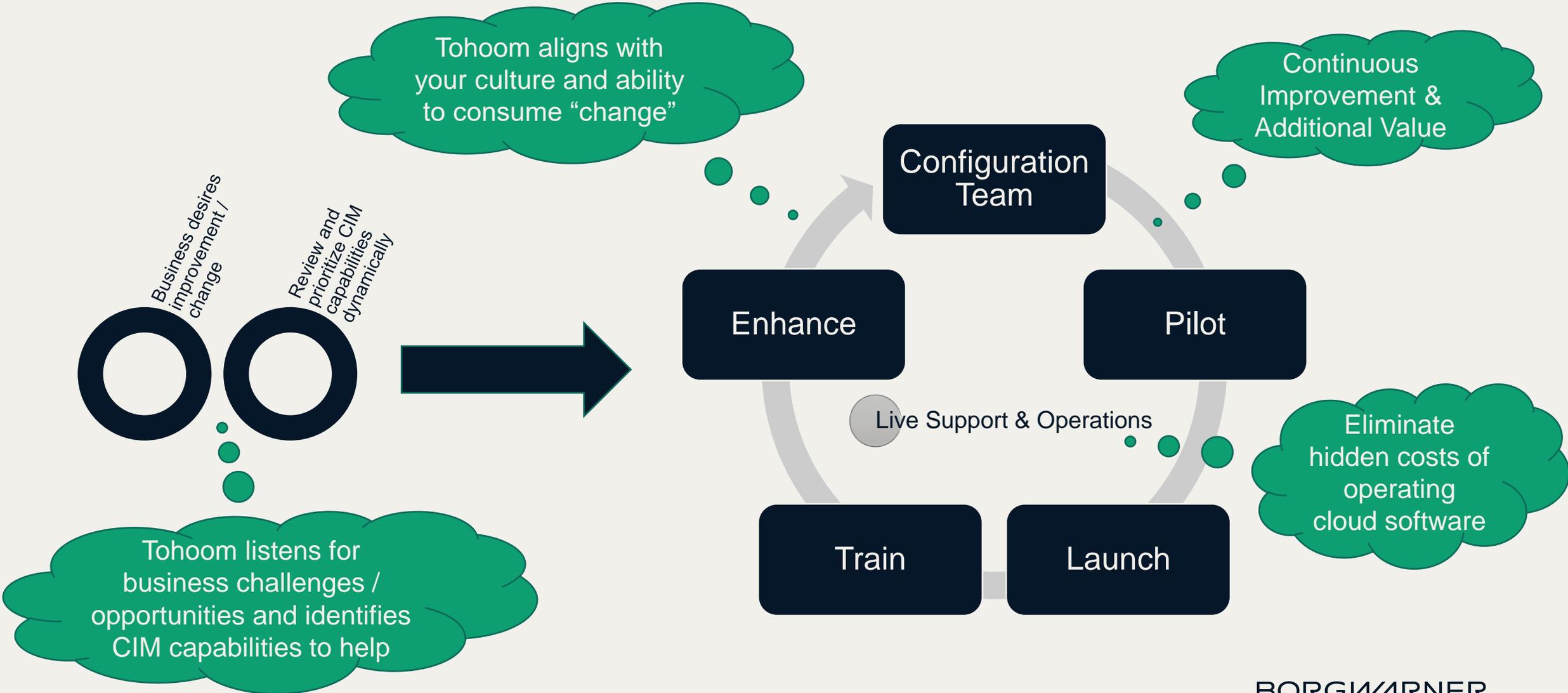
Long Range Planning	Snapshots / Live / Draft Variance Analysis Indexations / S&P Integration
Booking Targets & Win / Loss	Smart Targeting Dashboard reporting analysis Direct from LRP
Acquisition Planning	Pursuit Management Program rating Sourcing timing
Open Commercial Issues	Inflationary Traditional RU/Regional/BU/Enterprise
Process Admin	Quotation management Contract administration
CRM Capabilities	Stakeholder management



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Enable Enthusiasm

Software, consulting & operations in context to Auto Suppliers



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What is driving the enthusiasm at BorgWarner?

- It worked!
- Folks that embrace technology leaned into it early
- Those that typically don't embrace technology are now finding the benefits drawing them in
- It is easy to move between detail and aggregated data.
- No additional staff required to operate SIMS. Compare that to the SAP army at BW.



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Where are we?

Today

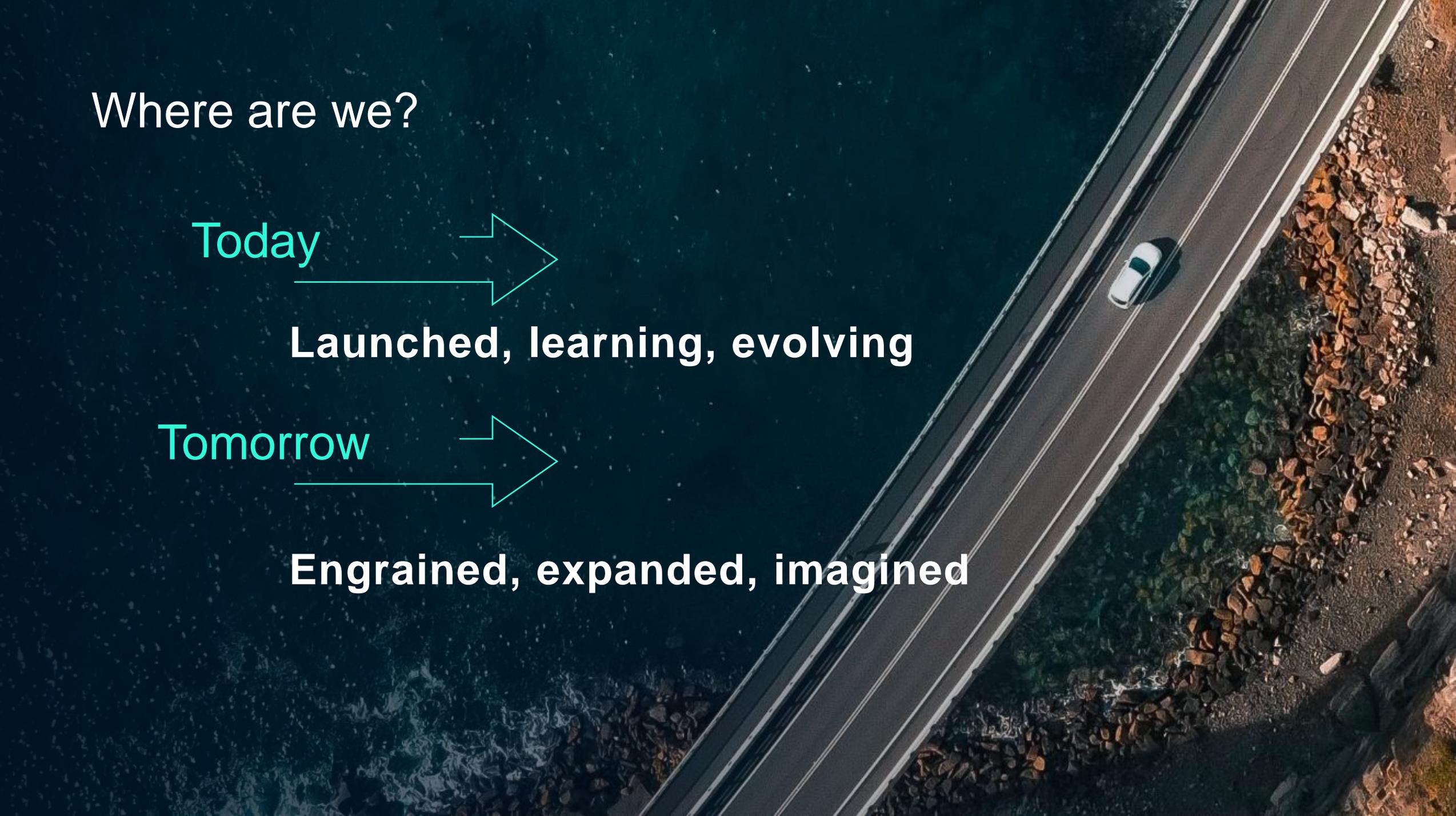


Launched, learning, evolving

Tomorrow



Engrained, expanded, imagined



Q&A