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# Dunlop Aircraft Tyres improves communication with Infor CRM

## Facts at a glance



INFOR PRODUCTS  
Infor® CRM



INDUSTRY  
Industrial Manufacturing



HEADQUARTERS  
Birmingham,  
United Kingdom



WEBSITE  
[dunlopaircrafttyres.com](http://dunlopaircrafttyres.com)

“ We chose Infor CRM based on its simple architecture, powerful features, and ability to complement our investment in Infor’s SyteLine ERP system. Infor’s investment in its CRM offering has created a CRM system that ranks among the best on the market and that stands in a class of its own for ease of use. Each incremental development from Infor makes it better and better.”

**Stuart Hawker**, Head of Marketing and Business Intelligence, Dunlop Aircraft Tyres

## About the company

The United Kingdom’s sole aircraft tire manufacturer and retreader, Dunlop Aircraft Tyres has been dedicated to the business since making its first aircraft tyre in 1910. Today, Dunlop supplies tyres for a wide range of aircraft in the civil and military aviation market. With sites in the UK, US, and China, Dunlop Aircraft Tyres provides airplane operators around the globe with new or retreaded airplane tires of the highest quality along with customer service of the highest standard. To learn more, visit [www.dunlopaircrafttyres.com](http://www.dunlopaircrafttyres.com)

## Business case

- Establish a robust, scalable sales platform and drive best practices by replacing legacy systems
- Maximize the impact of every interaction across the entire customer lifecycle with a holistic view of every customer across all teams.
- Enhance visibility, rigor, and consistency across global sales and CRM functions.
- Allow access to timely and accurate information on prospects and customers.

## Business outcomes

- Made quicker and better decisions and informed future strategy with access to an accurate and consistent set of data that was presented in a timely and user-friendly manner.
- Provided consistency across global operations, allowing access to accurate information about prospects and customers.
- Spent more time working in a familiar Microsoft® Outlook environment with Infor CRM’s ability to ease user adoption.
- Prompted accurate reporting on key business elements, increased productivity, and allowed stronger communication across each site.