

understanding the user requirements, and overcoming the initial concerns on the system implementation.

Based on the experience and feedback of the early adopters, the requisite changes were made to the process. This was followed by extensive training for all the users.

A key business system, currently we have around 130+ licenses across cross functional users ranging from sales and marketing, customer service, technical services, quality and plant heads. Besides the design and implementation cost, the investment includes software subscription and ongoing application maintenance cost.

**Congratulations and a hearty cheer to the team and all our users of the system!**

“Salesforce.com is a critical tool that will enable us as a global company to seamlessly share pertinent customer information, collaborate on customer engagement, strategy and identity as well as track and close on opportunities to drive growth. The development and implementation was actually led by a core team representing the ultimate business users of the system, supported by our IT team. We have just started what will be a long-term journey with SFDC and we expect it to drive both development and implementation.”

**Jas Sandhu**

“We had a team who were passionate about implementing CRM. They were able to successfully manage their business responsibilities and be part of this initiative.

We put together a divergent team that represented the organization effectively, picked people who were passionate about the subject and gave them a clear mandate. Most importantly Jas and I were available at any point to discuss and make decisions seamlessly.”

**Rahul Kohli**



# The Future is Here!

Green Tires and Why They Are Needed

**By Dr. Charles R. Herd and Lester W. Tyra**  
**Rubber Carbon Black Product Technology**

It's a well-known fact that over 70% of the world's Carbon Black is consumed by the tire industry. As a major consumer of the world's raw materials, this industry has been under tremendous pressure over the last few decades to balance performance and cost. There are ever-increasing demands in the tire industry to improve rolling resistance, traction and fuel economy while maintaining tire safety and affordability. As governments across the world are faced with expanding markets and growing economies, within or outside

of their regions, and the benefits they bring, they also have to ensure that progress is sustainable and its impact on the environment is minimized. As such, choices are being made and policies being put in place regarding increasingly stringent fuel economy standards, tougher environmental standards regarding CO<sub>2</sub> emissions, demanding tire labeling schemes and promotion of sustainability as a key focus of corporate boards. As these and many more factors are impacting the global automobile industry, the impact is thus felt by global tire