

## U.S. TIRE DISTRIBUTOR LAUNCHES B2B BUSINESS ONLINE ON MAGENTO COMMERCE

Founded by two of the world's leading tire makers, TireHub provides U.S. tire and automotive retailers with a full catalog of passenger and light truck tires from Goodyear and Bridgestone. In need of a powerful eCommerce solution, TireHub partnered with Silk Software, Magento, and Epicor to launch a new site on the Magento 2 Commerce platform that was not only capable of handling their large volume at scale, but also able to drive intricate end-user experiences.

The success of the project relied on a solution conceptualized and built by best-in-class resources at Silk alongside specialized teams from Magento and Epicor. From product search and ordering, to delivery tracking and payment, the latest web technology was utilized to handle the custom and complex requirements of TireHub's distribution network.



**\$600+ MILLION**  
in online sales revenue



**TIRE INVENTORY COVERS 97%**  
of vehicles on the road



**Sales across all platforms continue to increase," said Peter Gibbons, TireHub CEO. "We're working on optimizing and improving e-commerce and interacting with our customers."**

### TIREHUB IS A NATIONAL TIRE DISTRIBUTOR

With the scale to reach the vast majority of tire retail locations across the U.S. daily, TireHub is a 50-50 joint venture between top tire manufacturers Bridgestone and Goodyear. Headquartered in Atlanta, Georgia, it services end-users nationwide across 69 distribution centers with a workforce of over 1,200 employees.



### TIREHUB ENTERS NEW MARKET WITHIN THE FIRST YEAR OF OPERATIONS!

TireHub has already relocated centers in several existing cities to meet product demand.





TireHub is now fully equipped to deliver a best-in-class B2B experience through the powerful capabilities of Magento 2 Commerce, Epicor Prophet 21 (P21), and Silk Software. Leveraging Silk's deep B2B eCommerce expertise and vast experience working with brands in the wholesale & distribution industry, the collaborative efforts among the entire team successfully brought this solution to life."

## AMONG #1 LARGEST NATIONAL TIRE DISTRIBUTORS IN THE UNITED STATES



## SOLUTION

Powered by the Magento Commerce platform, Silk delivered a complete solution that handled TireHub's complex back office procedures, intricate pricing logic, dispatch services, and large order volume. This initiative required strategic alignment between Silk and its partners to design and establish a scalable, integrated infrastructure across several systems. A tight integration with TireHub's Epicor system also allowed orders to seamlessly flow to their distribution centers and incorporate into their standard business process.

In under 9 months, Silk completed the robust site development and site launch for TireHub, marking a successful start to TireHub's latest web commerce initiative. With thousands of orders processed within just the first few days of launch, TireHub was able to deliver an exceptional shopping experience through their industry leading eCommerce solution on the Magento platform. Silk will continue to support TireHub's eCommerce endeavors as they continue to grow and service millions of customers across the nation.

### ONLINE STORE HANDLES

**69+**

### DISTRIBUTION CENTERS



### GROWTH BACKED BY



**1200+**

### SUPPORTING TEAM MEMBERS

### COMPREHENSIVE B2B SITE LAUNCHED UNDER

**9 MONTHS**



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