An aerial photograph of a large industrial facility, likely a tire manufacturing plant, with multiple large buildings and a parking lot. The image is overlaid with a blue and yellow graphic design.

# E-FLOW PROMETEON CASE STUDY

## History

The Company uses technology under a license agreement with Pirelli Tyre S.p.A. and its more than 100 years' experience in the Industrial tyre sector, offering an entire range of products and services for all types of usage.

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Prometeon, after 1 year of using E-Flow for invoice approval processes, we have been designing our own processes for 4 years.

# Challenges

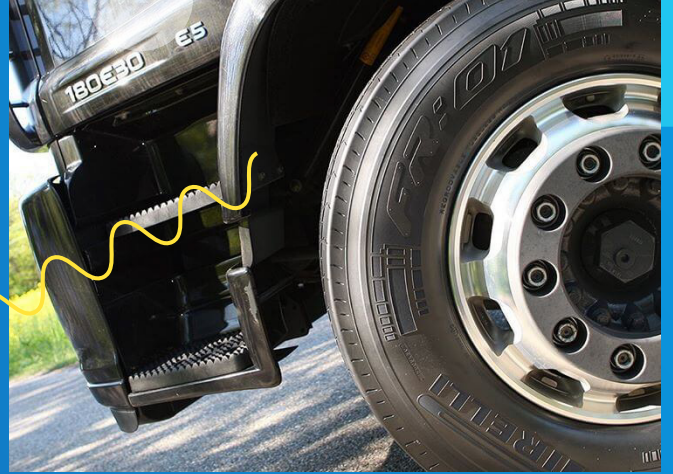
Prometeon has a well-developed dealer network throughout the country. Managing the special discount rates for different dealers as well as different regions were challenging to track data on spreadsheets, especially due to variety and complexity of discount structures.

## Why E-Flow?

E-Flow helped us to monitor our pricing strategy through our dealer network and easily and transparently.

## Outcome

We have launched the mobile version of E-Flow for our sales representatives and therefore we are able to track and monitor discounts realtime. Moreover we have created processes such as invoice approval automatisation, budget monitoring and dealer special-rates reporting.



**We are happy we chose E-Flow 5 years ago. Now we can easily monitor and track various processes, which has significantly reduced our workload.**

**Kaan Okumuş**

**PROMETEON TYRE GROUP**  
**Global IT Project Manager**