



Case Study

**BRIDGESTONE**

# What matters to Bridgestone is bridging innovation gaps for its teams

Do what matters

## CASE STUDY

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Already driving innovation across its employee base, Bridgestone EMIA (Bridgestone) was seeking to upshift efforts toward developing impactful applications so teams could create their own solutions. The manufacturer of premium tires had **Microsoft Power Platform** licenses and needed help accessing their untapped potential.

Unlocking the full capabilities of Power Platform created tangible results for team use cases. With a one-team mindset and the ecosystem as context, we prioritized open communication, flexibility and alignment to the mission – with both employees and customers top of mind.

## Inspiring change

During the COVID pandemic, Bridgestone HQ in Europe – already established as a regional and global leader in tire manufacturing – launched an innovation program known as “Hanabi” (“fireworks” in Japanese) to internally promote employees’ “explosion of ideas.” The company wanted to simultaneously increase awareness and explore opportunities for Power Platform to create applications that could supercharge employee efficiency and customer service: people first, tech second.

Many groups were using Excel as a patch for small projects or to satisfy their own requirements and needed more scalable solutions. Bridgestone’s current applications had potential to work harder and boost functionality for employees – specifically after its **Microsoft 365** implementation – and the team sought a trusted partner to help maximize Power Platform’s capabilities and offer insights for its application strategy.

In addition to exploring the platform for work-enhancing apps, Bridgestone needed expertise in development support for its recently launched Center of Excellence, designed with employees in mind to accelerate app development and highlight best practices.

To test the waters for an internal app that could guide employees, the team created the “Be Welcome” app to ease the return-to-office transition post-COVID. Beyond this example, Bridgestone was fine-tuning its digitization efforts for conducting sustainable business using the Power Platform, rather than a broader digital revolution.

**Company Name:** Bridgestone EMIA

**Country:** Belgium

**Company Size:** 20,000+

**Industry:** Automotive, Manufacturing

**Solution:** Microsoft Power Platform

## Driving innovation

Bridgestone was previously embedded in the Microsoft ecosystem and it was important to help its employees enhance initiatives and embrace possibilities for digitization, aligning with the “Hanabi” approach and with its mission to serve society – and employees – with superior quality.

The Bridgestone team was ready to make traction on its long-term pipeline of applications. Our engagement revolved around maximizing Power Platform capabilities for driving innovative and specially designed applications across the enterprise. Considering our unique heritage with the team, we kicked off the project keeping in mind the pillars supporting the Power Platform ecosystem: co-creation, collaboration and innovation.

Our collaborative approach and governance assessment led to creating or revitalizing four impactful applications. Led by the respective teams in an ideation workshop, we explored each application and identified opportunities for a reboot. Citizen developers – focused on understanding what they can do with Power Apps – and technical developers – focused on how to individually develop the app. Employees were trained in development in **Avanade Advisory**-led workshops.

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Bridgestone's team built apps for use across the organization – improving employee well-being and product management – underscoring the data-driven objective of each application as well as its customer value and day-to-day relevance. Employees were involved with design for each app:

- **B-Health:** A solution that securely collects k c f d ' U W ' air, noise and health and safety insights at manufacturing plants to spot trends and flag any issues.
- **Invoice Management Platform (LOIS):** Legal teams can now access requests and information anywhere thanks to the connected magic of .NET and Power Platform.
- **Digital Technical Databook:** A one-stop-shop, including technical information about each Bridgestone tire in a user-friendly, visual format – empowering employees to provide more accurate customer service.
- **Pricing Platform:** An app that streamlines special price condition approvals for product orders, boosting retail and sales.

By enabling the team to accelerate value and innovation via Power Platform, employees can now tailor solutions for the business in an accessible and manageable way. And, new team members can have an easier onboarding experience.

## Achieving what matters

The versatile apps created span the organization – and Bridgestone's efficiency data is promising, fueling the company's appetite for more apps. Next up? We're continuing to support Bridgestone with its Power Platform Center of Excellence to showcase best practices, and advising on design for an internal health and safety recognition program. The team continually scales the strengths of Power Platform and citizen development and injects AI-powered technologies, including **Microsoft Copilot**, to take advantage of the Power Platform scope.

What matters to Bridgestone isn't just technology, it's making sure its employees are well taken care of and repurposing tools to work smarter for their daily interactions. Ongoing innovation will keep improving the employee experience and ultimately provide a smoother road for customers.

## About Bridgestone EMIA

Bridgestone in Europe, Middle East, India, and Africa (Bridgestone EMIA) is the regional Strategic Business Unit of Bridgestone Corporation, a global leader in tires and sustainable mobility solutions. Headquartered in Zaventem (Belgium), Bridgestone EMIA employs more than 20,000 people and conducts business in 40 countries across the region.





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