



ETA Provides Online Travel Bid Solutions to Dana Corporation

ETA announced today that vehicle components and systems manufacturer Dana Corporation has become its first US client for online corporate travel request-for-proposal services. Dana used ETA's ETABid solution to select its travel management company for the United States.

([PRWEB](#)) January 22, 2005 -- ETA announced today that vehicle components and systems manufacturer Dana Corporation has become its first US client for online corporate travel request-for-proposal services. Dana used ETA's ETABid solution to select its travel management company for the United States.

“ETABid is extremely useful for sourcing professionals who are new to travel. It is equally helpful for traditional travel managers moving into the procurement environment,” said newly appointed ETA executive vice-president Cheryl Hutchinson, who heads the company in the US. “It places the traditional travel RFP process in an automated project management framework, which is the standard procedure for today's procurement departments.”

According to Ryan Sherman, global commodity manager for Dana's Supply Chain Management Group, ETABid slashed the amount of time he would have had to spend on the proposal process by 78 percent. Using ETABid, the entire process took him 6.25 days. This included setting up the bid, preparing the RFP questionnaire, evaluating proposals and answering supplier questions.

“ETABid really impressed me for two reasons,” said Sherman. “The first was that I had a very tight time-line to stage our TMC selection. I would have found it very difficult to get the job done without ETABid to expedite the process. The second was being able to look at the library of questions and decide which were important for our company. ETABid helped ensure I asked the right questions and provided a structured process to receive and evaluate the answers.”

Dana Corporation is a global leader in the design, engineering, and manufacture of value-added products and systems for automotive, commercial, and off-highway vehicles. Delivering on a century of innovation, the company's continuing operations employ approximately 45,000 people worldwide dedicated to advancing the science of mobility. Founded in 1904 and based in Toledo, Ohio, Dana operates technology, manufacturing, and customer-service facilities in 30 countries. Sales from continuing operations totaled \$7.9 billion in 2003.

ETABid is a fully automated online RFP process for the corporate travel market. It produces savings for buyers and their suppliers alike through reducing the time spent on RFPs and significantly improving the quality of the questions asked and the answers received.

Buyers can choose their questions from an online library and customise the RFP fully to meet their individual requirements. They can also manage the entire process flow online and use a special evaluation tool to weigh up supplier responses.

Suppliers save time by using standardised answers for the simpler questions and focusing their resources on creative proposals that best fit the customer's profile.

ETABid was launched in September 2004 and has initially been used for travel management company tenders. The top four TMCs on both sides of the Atlantic are among the many supplier subscribers to the tool. ETABid



can also be used for buying other corporate travel services, such as online booking tools and corporate cards.

#

**Contact Information**

Cheryl Hutchinson

ETA

<http://www.etabid.com>

619-501-2347

Online Web 2.0 Version

You can read the online version of this press release [here](#).