



Deploy Solutions Signs Agreement with TBC Corp.

Deploy Solutions, Inc., a leading human resources software company, announced today it has signed an agreement with TBC Corporation, one of the nation's leading marketers of automotive replacement tires.

Westwood, MA ([PRWEB](#)) February 17, 2005 -- Deploy Solutions, Inc., a leading human resources software company, announced today it has signed an agreement with TBC Corporation, one of the nation's leading marketers of automotive replacement tires.

Memphis-based TBC said it would use Deploy's human resource management solution to improve its hiring process, reduce employee turnover and upgrade its job performance assessment program.

"We'll be able to consolidate and automate on a company-wide basis what is currently a completely manual system," said Troy Fee, vice president of human resources for Tire Kingdom, Merchant's Tire & Auto and National Tire & Battery. He said the company evaluated numerous vendors before selecting Deploy and based its selection on its flexibility and configurability to grow with us. He called the product a proven solution.

TBC will initially roll the software out to its subsidiary Tire Kingdom, the largest independent tire and automotive services retailer in the United States. Tire Kingdom operates more than 600 stores in Florida, North Carolina, South Carolina, Louisiana, Georgia, Vermont, New Hampshire, Texas, Virginia, and Ohio.

The solution is well suited to geographically diverse companies, like TBC, to standardize their talent recruiting and management program across many states and several operations, Fee said.

About TBC Corporation

TBC Corporation is one of the nation's largest marketers of automotive replacement tires through a multi-channel strategy. The company's retail operations include company-operated retail centers under the "Tire Kingdom," "Merchant's Tire & Auto Centers" and "National Tire & Battery" brands, and franchised retail tire stores under the "Big O Tires" brand. TBC markets on a wholesale basis to regional tire chains and distributors serving independent tire dealers throughout the United States, Canada and Mexico. The company's proprietary brands of tires have a longstanding reputation for quality, safety and value.

About Deploy Solutions

Deploy Solutions, Inc. provides companies a competitive advantage in the marketplace by optimizing performance in recruiting, hiring and retaining top employees. The Deploy Enterprise Talent Suite is a proven solution that improves the quality and performance of the workforce, reduces the cost of talent acquisition, and ensures regulatory compliance. The company draws upon flexible technology, deep domain experience and a comprehensive approach to HR metrics and analytics to drive measurable results for customers that include Advocate Healthcare, Bank of America, Prudential, Bristol-Meyers Squibb, British Petroleum, Six Flags and FedEx. For more information, call 877-GO-DEPLOY (877-463-3756) or visit www.deploy.com

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