

EDI Central Key User / Business Analyst for APAC Region

Your tasks

We are looking for a highly skilled EDI Central Key User (m/f/diverse) to join our team at Continental Tyre (PJ) Malaysia Sdn. Bhd. in Petaling Jaya, Malaysia.

As a key member of our CKU team, you will manage and optimize sales-focused EDI connections, ensuring smooth operations and supporting critical business processes within the Tire division. Working closely with global colleagues, you will drive the strategic development of EDI capabilities and ensure successful implementation of initiatives related to support, development, training, and continuous improvement across all regions.

- Maintain and enhance global Order-to-Cash processes aligned with strategic and operational needs, ensuring compliance with EDI standards.
- Define global EDI standards, exceptions, and customer-specific configurations.
- Manage demand lifecycle: create, evaluate, prioritize, approve, and hand over to IT for development.
- Represent Continental EDI globally in IT and business projects.
- Coordinate projects and requirements with business, IT, LKUs, CKUs, and SAP module teams.
- Oversee internal and external partners during development.
- Provide second-level support for technical and process-related EDI issues.
- Plan and deliver trainings, workshops, and process documentation for key and end users.
- Contribute to and execute global EDI strategy; drive continuous system standard improvements.
- Define and implement KPIs to measure EDI progress, efficiency, and effectiveness.

Your profile

- **Degree in Business Informatics, Business Administration, IT, or related field** (or equivalent experience).
- **Extensive sales and O2C process expertise** with strong EDI and/or SAP SD knowledge.
- Proven experience as **Key User or Business Analyst** and in **project management**.
- **Global collaboration skills** with high intercultural competence.
- **Fluent in English**; additional languages are a plus.
- Strong **analytical, problem-solving, and communication skills**.
- **Willing to travel up to 10%**.

Applicants must reside in Malaysia and have the authority to work legally here.



Job ID

REF92906N

Location

Petaling Jaya

Leadership level

Leading Self

Job flexibility

Onsite Job

Legal Entity

Continental Tyre PJ Malaysia Sdn. Bhd.

Our offer

Ready to drive with Continental? Take the first step and fill in the online application.

About us

Continental Tires is entering a new era as we strengthen our position as a pure-play tire company and accelerate digital transformation across global sales operations. A key milestone in this journey is the global rollout of SAP S/4HANA, which will serve as the backbone for future business processes and enable greater efficiency and integration across regions.

Within this transformation, **Global Sales Solutions** ensures that Continental operates efficiently in an ERP-driven environment that supports all essential business processes. **SAP is our standard ERP system**, managing commercial operations worldwide. Through **Electronic Data Interchange (EDI)**, we connect SAP with customers, vendors, and partners globally, enabling a fully integrated, end-to-end **Order-to-Cash (O2C)** process.

As an **EDI Central Key User APAC (CKU)**, you will play a pivotal role in shaping and optimizing these EDI capabilities. Acting as the interface between business and IT, you will drive the design, implementation, and continuous improvement of EDI solutions that ensure seamless data exchange and reliable global processes. You will contribute to strategic initiatives such as the S/4HANA rollout, support international projects, and collaborate with diverse teams across regions.

In this role, you will help define global EDI standards, ensure compliance, and enable customer-specific integrations that strengthen Continental's digital ecosystem. Working within a motivated, international team, you will be part of a journey that shapes the future of Continental Tires' digital landscape.