



CASE STUDY

Wipro's DMS solution enables large Automotive OEM to achieve a more integrated and efficient Dealer Network

The Idea: Executive Summary

Creation of a centralized Dealer Management System (DMS) solution, to help India's largest car manufacturer, improve efficiencies across the dealer network.

About the client

The automotive OEM is India's largest passenger car company offering a full range of cars. The company has a large dealer network spanning across various locations in India providing sales, service support, and value-added services to customers. It also has authorized service stations spread across the country to service existing customers.

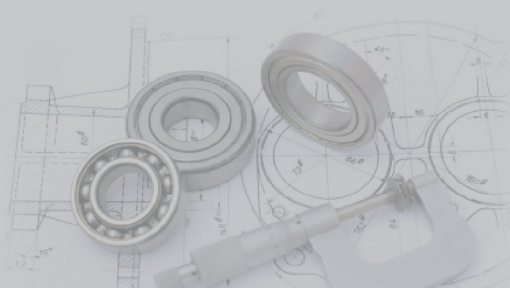
Business context

With the huge volume of data to be handled, the OEM faced several problems resulting from high volumes of manual transactions, information residing in silos across legacy systems, lack of

process standardization and lack of decision support tools for analysis and forecast. To address these issues, a centralized DMS solution was created across the 950+ dealer network. The solution would capture sales data and dealer requirements to provide insights into demand and competition.

Wipro's Solution

To meet the business needs of the client Wipro standardized and re-engineered the dealer management processes. These re-engineered processes were supported by a centralized DMS comprising seven modules namely CRM, presales,





sales, service, parts, financial accounting and order management. The DMS was seamlessly integrated with 80+ back end systems and provided Business Change Management support (including training) during rollout of the system across all the 950+ dealer outlets.

Benefits

Wipro's solution delivered the following benefits to the client:

- Created a single source for enterprise-wide sales data thus improving productivity, process

efficiency, inventory management and reducing costs across dealer networks

- Increased Market intelligence enabling focused marketing and promotional activities resulting in improved sales across dealer networks
- Uniformity of services across dealers and integration with existing back office applications ensures improved customer experience

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