



## CASE STUDY

Enabling Top Sales & Marketing Executives at a global Auto OEM to make informed decisions

### The Idea: Executive Summary

The top management from Sales and Marketing wanted to take informed decisions related to 18 key performance indicators and hence required a system that could assist them in this decision-making process.

### CLIENT

The Client manufactures imports and sells cars and SUV s in the US market through its 800 strong dealer network.

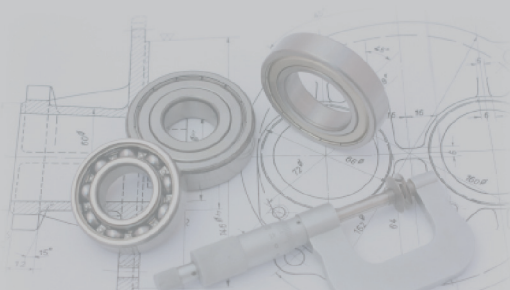
### BUSINESS CHALLENGES : BEFORE

The top executives of Client Sales & Marketing monitor key indicators pertaining to Retail Sales, Wholesale, Fleet sales, inventory, dealer profitability etc on a regular basis to take timely decisions. The current reporting system was unable to support the Management requirement due to :

- 1) High dependence on the support staff for information requirement
- 2) Multiple reports to be referred to dive down

to granular details. (Time consuming and cumbersome activity)

- 3) The need for multiple logins to access the required data
- 4) Time-consuming data collection process
- 5) No standard unified view for tracking performance of a dealership, district, region and company as a whole
- 6) Uneven delivery schedules of the data to the end users
- 7) Difficulty retrieving useful data on a consistent basis
- 8) Manually intensive processes & lack of uniformity in data presentation
- 9) Latency of reporting due to the data delivery schedules and batch processing





## WIPRO SOLUTION: HOW WIPRO HELPED

Wipro designed and developed a system which:

- Replaced current manual process of sales data integration from multiple sources and report generation.
- Efficiently and effectively integrate information from multiple sources into a unified display.
- Provided an instant representation of key sales metrics to executives
- Provided a single, user friendly interface which will allow the users to evaluate relevant data and make mission critical decisions
- Measured change in performance by Referring to historic data and comparing it with current data to

## BUSINESS RESULTS: AFTER

Top Sales & Management executives had a single, user friendly interface application that allowed them to

- Access critical Sales and Marketing information as & when required to monitor multiple KPIs across different functions, Substantial top management time saved due to quick and easy access to desired information at the most granular level without accessing printed reports or searching for soft copies in emails and folders.
- Understand trends - past & present performance etc; before arriving at any decision due to dynamic dashboards and Easy to read graphical layout and color coded

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