DEALER MANAGEMENT SERVICES (DMS) FRAMEWORK

Unlocking Enhanced Value. Driving Operational Efficiency.
Each customer in the automotive B2B space is unique and requires an appropriate solution to build a distribution network. Having realized this fact, Wipro engages all the customers with a build or buy solution approach. Our rich experience in building distribution solutions, for our global clientele, has evolved in our Go To market “DMS Framework Solution”. Wipro has chosen to propose a build approach on existing Wipro DMS Framework, keeping in mind the strong process driven environment of customers. The idea is to let the time tested processes drive their development on top of the Wipro DMS Framework.

WIPRO DMS FRAMEWORK APPROACH IS BUILT ON THE FOLLOWING KEY PILLARS:

» Technology competence though our technology Centre of Excellence (CoE)

» Automotive domain competence through our Automotive Centre of Excellence (CoE)

» Automotive domain competence through our retained knowledge from our various engagements, and the best of the best automotive domain expert’s participation in our project engagements

» Our delivery capabilities evolved from our quality process excellence and project management capabilities

» Wipro’s integrated end to end approach in the DMS space
THE COMPETENCIES FORM OUR FRAMEWORK SOLUTION AS DEPICTED BELOW:

Automotive Domain

- Technology CoE
- Project Management Capabilities
- Integrated Approach
- Distribution Automation Innovation
- Quality Process Excellence
- Automotive Domain Knowledge
- Leading Industry Organization Alliances
- Industry Benchmark Processes
- ISO 9000, CMMi, 6 Sigma, PCMM, TL9000
- Process Capabilities in Executing Projects
- Risk Assessment
- Quality Management
- Framework Approach
- Tools, Techniques & Methods
- Re-usable Artifacts
- Technology CoE
- PMP Certified Project Managers
- Mature Project Management Processes
- Extensive DMS Project Execution Experience
- End-to-End Approach
- One Stop Shop

- Build or Buy Approach
- Distribution Automation Experience
- Extensive DMS Project Execution Experience
- Mature Project Management Processes
- Re-usable Artifacts
- Tools, Techniques & Methods
- Framework Approach
- Quality Management
- Risk Assessment
- Process Capabilities in Executing Projects
- ISO 9000, CMMi, 6 Sigma, PCMM, TL9000
- Automotive Domain Knowledge
- Leading Industry Organization Alliances
- Integrated Approach
- Distribution Automation Innovation
- Quality Process Excellence
- Technology CoE
- Project Management Capabilities
- Automotive Domain

WIPRO PROMOTES THE “FRAMEWORK SOLUTION” WITH A SMART BUILD APPROACH THAT ESSENTIALLY MEANS:

- Establishing a “framework” plan
- Practising a “framework” culture using tools, techniques & methods
- Producing re-usable artifacts at all stages
- Capturing metrics pertaining to re-use

WIPRO’S FRAMEWORK FOR DISTRIBUTION AUTOMATION

- Distribution Application Customization
- Central Portal Development
- Distribution and Central Portal Integration and Enterprise Application Integration for information exchange across enterprise applications

KEY FEATURES & FUNCTIONALITIES OF THE DMS FRAMEWORK

Pre Sales

The Pre Sales module caters to the management of prospects, selling entities and targets. Reports and queries are available; they enable the Sales Manager to analyze the pre sales processes and increase conversions and selling efficiency. All the pre sales related activities and information about potential contacts and customers can be captured and tracked in the system. The Wipro DMS Framework provides for recording a lead, and capturing all relevant contact details that are necessary for a lead to be qualified and tracked till closure.

Vehicle Sales

The Sales module caters to customer management in addition to ordering, receiving, stocking and selling of vehicles. All aspects of the back office processes of stocking and selling new vehicles, including receivables and payable as also stock management, is managed in this module. This module also caters to management of vehicle stock at the dealership. Reports are possible on various aspects of this activity. Inventory analysis processes can be also incorporated based on customer requirements.

Vehicle Service

Every single aspect relating to vehicle servicing - like service booking and allocation of technicians, service estimation, job cards, job allocation and tracking & billing and warranty claim generation—is handled by this module. Wipro DMS provides functionality and features for the dealers to schedule, deliver, monitor and invoice the service functions. Service eligibility under warranty will be handled by the system. Quotes, orders and invoices for the service will be generated by the system. The payments against the service can be captured by the system. Customer’s previous service history can be viewed, and preferences regarding service can be viewed during service delivery. Wipro DMS solutions will record the relevant warranty details for a vehicle, and the same will be used during service delivery as well as for raising any warranty claims.

Spare Parts

Parts information will be maintained in the system. The price lists for parts will be available for selection during service delivery and sales. The system can display associated products and alternative products for a part as required. The price for a product will be automatically computed as per the price lists maintained in the system. The parts system provides inventory management functions related to ordering of parts, viewing or reporting on part inventory and functionality of a replenishment engine that can generate replenishment orders based on ordering logic - e.g., out of stock items that have reached minimum order levels. The Framework also takes care of inter branch stock transfers.

Customer Relationship Management (CRM)

Customer Relation Management is a vital part of any business today. Retention of customers by ensuring customer delight is an acknowledged challenge for any business entity. The CRM module assists dealerships in managing and tracking customer relationship activities.
Basic Financial Accounting

All transactions in different modules in the system, having a financial implication, are interfaced with the Finance module. In addition, regular financial vouchers and books can also be maintained in this section.

Workflow Automation and Alerts

The Wipro DMS Framework provides robust workflow automation functionality to enable the dealers to execute standardized sales, service, marketing and opportunity assignment functions. The Framework can be further integrated with the email system for sending alerts or calendar/ activity scheduling tools like MS Outlook for displaying the scheduled activities on a resource calendar. The system can be configured to send reports or alerts to the company personnel, dealer personnel and to customers, as may be required for the various services and activities carried out by the dealers.

Reports

The Wipro DMS Framework comes pre-loaded and with automotive and dealer industry standards reports and dashboards. These reports provide up to date information on the various sales, service, marketing and inventory situation. Marketing Managers at the company and dealerships can have instant access to information from across the organization for strategic analysis and decision making.

Reporting Engine Framework approach helps our customer develop transaction reports, MIS reports for central portal and various customer alert and mechanism.

Utilities

To manage the application effectively and certain non-functional functionalities are provided in the DMS Framework:

» User Management
   • Addition of Users
   • Deactivation of Users
   • Assigning access rights to various Modules, Sub-modules, Processes & Reports

» Downloading of OEM Masters into local application

» Updating downloaded OEM Masters into local application

» Generation of summarized data for OEM

» Uploading of summarized data into OEM central application

Please get in touch with auto coe@wipro.com for more details on these solutions.
About Wipro Ltd.

Wipro Ltd. (NYSE:WIT) is a leading Information Technology, Consulting and Outsourcing company that delivers solutions to enable its clients do business better. Wipro delivers winning business outcomes through its deep industry experience and a 360 degree view of “Business through Technology” - helping clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, a practitioner’s approach to delivering innovation and an organization wide commitment to sustainability, Wipro has a workforce of 140,000 serving clients across 57 countries.

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