



## Automotive Manufacturer Case Study

***acusend™, the report distribution tool, has provided this automotive manufacturer with the ability to distribute daily reports on business performance to end users throughout the UK. The Web-based solution is giving this company a competitive edge by enabling it to base its activities on the most recent information.***

### Business Challenges faced

Car sales depend critically on availability of attractive finance schemes. In common with other large automotive manufacturers, this company's financing subsidiary offers a range of packages designed to promote car sales. To run effectively and competitively, they need reliable, up-to-date information about sales volumes, margins, profitability, risk, and other key performance indicators. As well as implementing acusend™, the project included developing the data mart, BusinessObjects reports, and the acusend™ portal.

The company has a standard suite of reports, administered centrally and distributed to a range of users, including salespeople working remotely. "Everybody from senior management to the sales force depends on information. Our sales people, for example, can only make informed decisions about how much commission to offer dealers if they have all the relevant facts at their fingertips", explained the Finance Director.

As a first step in making information available throughout the organisation, the company developed a reporting solution based on BusinessObjects technology. With this solution, they were able to produce monthly reports based on data in their corporate data warehouse. After two years, however, they decided to establish their own data mart in conjunction with an automated reporting solution.

### Winning Solution

To identify the best solution, the automotive manufacturer held discussions with several suppliers. While other companies proposed a completely new architecture, acusend™ was able to build on the existing BusinessObjects tools by using its technology to distribute daily reports automatically.

"We were very keen to stay with BusinessObjects, which we believed to be the best software available. acusend™ represented an evolutionary solution that enabled us to extend our existing knowledge and skills," commented the Business Systems Manager. Furthermore, administrative costs associated with report distribution are now almost non-existent. In conjunction with the small size of the initial investment, this means that the new solution will pay for itself very quickly.

The reports incorporate a variety of key performance measures, variously broken down by region, product, dealer or salesperson. Each report is tailored to a particular level within the organisation, with acusend™ being used to create relationships between reports, or parts of reports, and sets of users.

### Business Solution Benefits

Rather than being sent to users once a month, management reports are now automatically updated every day with the latest information. The reports are distributed by acusend™ within minutes, and can be accessed on-line through the acusend™ portal with the aid of a standard Web browser.

"In the past, it used to take a week for the relevant reports to be produced and sent out, now it all happens in a couple of hours. In fact, we are able to coordinate many of our activities for the next day on information from the previous day. This inevitably translates into a competitive advantage," said the Business Systems Manager.

"Our sales people can sit with their mobile devices and view the information they need to give dealers immediate, accurate, personalised service based on the latest data. This is essential for our competitive edge, which depends on offering dealers the best commission we can," he added. Automation of the system has freed staff from most of the routine tasks associated with report production. Instead, they can spend their time on analytical work.