



Mercedes-Benz

Focus at Mercedes Benz

Hyderabad, India –DCIPL (Daimler Chrysler India P Ltd) –Daimler Chrysler India Private Limited was started in India with Pune as its Headquarters in November, 1994. DCIPL produces C, E, and S class Mercedes Benz Passenger cars and sells them through the dealerships appointed across India i.e. the 14 dealerships located in most of the states in India. As of now DCIPL corporate office has 344 employees in different operational and administrative responsibilities. DCIPL contributes about 25% of total Asian turnover. Apart from India, they have fully owned subsidiaries at China, Thailand, Indonesia, Japan, Korea, and Malaysia. Now the Indian subsidiary is going to introduce the commercial vehicles under a different division called CV wherein the trucks and busses will be retailed in India.

This Indian office of Mercedes Benz has facilitated its dealerships to have a centralized accounting team which will now make way for consolidated reports and division wise profitability calculations. They will now save on the Hardware cost at all offices as they would have to only deploy a central server at the DCIPL head office to board **Focus on Web**, which is a centralized Accounting solution for all dealerships, has provided a single database avoiding the issues arising out of multiple databases and integration from different applications.

DCIPL has the goal of giving a uniform system to all its dealerships at different locations in India. The idea is to have a seamless and constant reporting tool handy and also enable dealers to utilize the system to enhance their business processes as well as their reporting mechanism.

To achieve this, the first challenge for DCIPL is to provide the dealerships with such a solution which can take care of the CRM activities, Billing, Inventory, and the back office accounting complexities. The challenge is to have a uniform solution for all the dealerships situated in different states falling under different tax regimes.

To achieve this DCIPL had gone for two solutions which are leaders in their own segments and then establishing a tight integration between these two solutions for smoother data flow and critical information extracts from both.

Siebel CRM e-Automotive was finalized for the Pre-Sales, Sales, Service modules and Focus on Web was finalized for the Accounting, Inventory Management of Vehicles, Parts, and Fixed Assets management.

Focus RT is developed on the model of three tier architecture and is developed on Visual C++ for the Server; JAVA based Web Client as Front end using open API's based business components as middle ware and with MS SQL as the backend database.

Focus RT is a solution capable of being implemented on the fly where in one could:

- Create forms for data entry and customize them for extra fields or any calculations, and create print formats via tool named Voucher wizard.
- Define user definable Work flow and Authorizations.
- These forms can have definable business logics, accounting and inventory posting methodologies based on the business requirements.
- The system supports customization of standard reports "on the fly."
- The system supports creating of new reports with a tool named Reports Designer.

Third party solutions can be easily integrated as it has Open Application programming interface.

Integration with Siebel

The integration points between Siebel and Focus being the Vehicles stock, parts stock, consumables stock, vehicle invoices, service invoices, customer outstanding, vendor outstanding, stock valuation on Weighted Average/FIFO basis etc.

The integration was achieved through XML data interchange between these two applications on a real-time basis. From Focus side the XML formats were provided in such a manner so as to facilitate the scalability and easy maintainability keeping in view the future and current requirements of the ever challenging Auto industry.

Focus was implemented by Focus Functional & Technical consultants from Hyderabad and Siebel CRM e-Automotive was configured and implemented for this DCIPL project by Patni Computer Systems, Pune.

Benefits to DCIPL

- **Focus on Web**, with a centralized Accounting solution for all dealerships, has provided a single database avoiding the issues arising out of multiple databases and integration from different applications.
- DCIPL facilitated its dealerships to have a centralized accounting team which will now make way for consolidated reports and division wise profitability calculations.
- They will now save on the Hardware cost at all offices as they would have to only deploy a central server at the DCIPL head office.

Focus has defined a standard workflow and electronic authorization features which will make the business process work faster, and in the process customer service would take lesser time than earlier required.

This solution was implemented and rolled out at all the agreed dealer locations with the time frame of 60days.