

Asia motor works opts 1KEY for dynamic MIS, ad-hoc reporting and complex analysis



" Timely availability of data in the required format for enabling decision making was a challenge for our operational users. Taking informed decisions is the best method of providing your sales and marketing team with the edge in any market place." - Umesh Mehta, CIO, Asia Motor Works Ltd.

Established in the year 2002, Asia Motor Works Ltd. with 788 employees and around 788 crores turnover is a leading company in highly competitive Heavy Commercial Vehicles industry. AMW specializes in design and manufacture of high tonnage vehicles on a hybrid platform. AMW having its manufacturing facility in Bhuj with a manufacturing capacity of 24000 fully built vehicles is in the process of rolling out a vast and dependable, nationwide sales service and spares network, comprising 30 Main Dealers and 450 sub dealers.

Challenge: AMW was using SAP standard reports.

But those were not enough specially from the senior management point of view, where they wanted comparisons between two different horizons on the same data set and also linkage between two different data sets in one single report e.g. how has been purchasing trend vis-à-vis sales, how has been sales vis-à-vis product costing. To understand current overall scenario and MIS reports being made available to the top management for analysis, Business Intelligence (BI) had become must for AMW. Even the operational user required ad-hoc analysis with slice & dice, drill-down, drill-through like functionalities.



**Mr. Umesh Mehta, CIO,
Asia Motor Works Ltd.**

Solution: There is a major difference in classical business transaction projects (like ERP and SCM implementations) and BI / MIS Reporting projects. The difference is that the objective of business transaction project can be specified exactly, whereas for BI / MIS Reporting it is much more difficult to articulate your information needs. The end result of processing business transactions will lead to knowing exactly what happened previously, whereas for your reporting requirements the

challenge is to look into the future. With BI, our operational users run vendor performance reports which they use to prepare manually and were taking days earlier. Company employees are now able to track changes in inventory movement by region and product category. They also analyze product performance by vendor to enable them to more effectively manage vendors toward profitability. BI has come at a cost-effective price-point, a powerful tool in the hands of our operational users for ad-hoc MIS reporting and analysis. Timely availability of information in required reporting format and presentation has empowered business users to take pro-active and much accurate decisions.

Roadmap: AMW started the project with output from SAP in Excel sheet. Created a database in SQL Server and connected BI for reporting and analysis. AMW is planning to read RFC's directly from 1KEY SAP Connector and extract to a database for BI. One technical and one functional expert from each area were involved in the implementation of BI. AMW's top management was directly involved in designing the report format and layout. They gave the inputs which helped in

generating value added reports. Reports from BI are directly delivered to the company's executives and top management for the eagle view of enterprise. A three days training was given to AMW and they could start using BI. It is well appreciated by the AMW business users both at the headquarters and plant. The user community will expand to almost all domains and most of the employees by the end of 2009

Benefits: AMW found that the best way to protect their current capital investments was by investing further into managing its most valuable asset-

Technology Trends



'information'. BI gives AMW the freedom to be proactive and innovative instead of always reacting to market movements. AMW is expecting this to continue to drive the company ahead of its competitors. BI has now become AMW's enterprise standard reporting and analysis platform. The required reports were created in a month time from 1KEY. BI is not just a corporate-wide management information system, but is also a tool to support and facilitate executive decision-making.

Reports

Reports produced from the BI are delivered directly to the company's executives. BI makes information available from a wide range of departments at AMW, such as:

- Spares, which includes first pick %, service levels, fast/slow/non-moving spares, spares detailed register, etc.
- Sales reports, including daily and monthly sales, repeat customers, take-head wise sales, Budget v/s Actual Sales Report
- Sales cube with cost analysis and finance data: Model wise, Chassis wise Sales contribution (against BOM) report, Margin Analysis against non manufactured items, Discount tracking
- CRM cube with sales data: Product wise Repeat customers on orders and on invoice, news customers added, existing customers retained
- Inventory: Stock Transfer reports, Consumption Cube – Material Receipts and Issues reconciliation
- Service reports, consisting of dealer and cost percentage wise warranty & service
- Purchase, including detailed register
- Finance: Exceptional reports, Expense – Budget v/s Actual
- Costing Cube: BOM wise standard cost, current cost, last PO cost
- Unique parts across all products
- Debtors / Creditors Cube: General ledger Account wise reconciliation against Sales invoices & costing invoices

Impact: Improving market share: With improved visibility into business performance, AMW expects to improve its year on year growth by around 10% and also increase in its market share. AMW now has a clear insight into the trends of the marketplace, and we can now sell aggressively to the demands of today while responding with agility to the demands of tomorrow. BI's access to information helps every department that needs to disseminate trustworthy insight quickly and collaborate on that insight between team members.

Cost savings: AMW sees significant improvements to the bottom line, including increased productivity, material cost savings, and a more agile strategy development process with immediate insight into business performance metrics that will help drive future success. AMW uses 1KEY as a tool to identify significant cost-saving opportunities.

Improving customer service: Implementing 1KEY has given AMW a significant competitive edge. Sophisticated information management of the company's data helps spot trends more quickly, predict risk more accurately and manage inventory more efficiently.

BI is now a key means of enabling AMW's front-line workers and operational managers to spend less time in struggling to locate and access information and more on activities that benefit the business, such as improving efficiency and customer service. Now its front-line sales, service and contact center personnel do have the required information that enables them to identify and resolve customers' concerns, operational processes that impact the customer will be focused fully on improving satisfaction.

After the finance function : AMW has deployed BI in sales, marketing, and field service. As for its operations "customer" is the most important performance management metric. Providing comprehensive information is vital to improving customer service, and a key part of it is a single source or view of each customer. 1KEY helped AMW build such views by integrating all relevant data from multiple sources. Gaining a single, complete view of each customer is one of our most important business drivers for deploying a BI tool.

Employee Productivity: AMW sees a benefit in improved productivity in our knowledge workers. The ratio of time our people spend focusing on strategic to non-strategic work is greatly improved. With 1KEY, AMW sees a 30 to 35 percent productivity improvement in a year's time.

BI has helped the managers at AMW enhance their knowledge productivity. The analytical drill down and powerful graphic display capabilities help them to quickly access information needed to develop effective strategies. 30% more time spent on strategic analysis to improve the speed and quality of decision making. AMW sees 30-35 % Productivity improvement in next 8-10 months.

For more information
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