



"Improved financial visibility through BI has helped move us into overdrive."

**Umesh Mehta, VP-IT
Asia Motor Works**

Established in 2002, Asia Motor Works (AMW) is the latest entrant in the business of manufacturing medium and heavy commercial vehicles. With a network of over 35 dealers and 132 service stations, the company has grown through the years. But despite growth, it couldn't escape the slowdown, simply because it belonged to a sector severely hit by the downturn.

Running on ERP, its various business processes like planning, purchase, production, sales, and finance were falling short of providing complete visibility to all its users, especially for the senior management. Timely availability of data in the required format to enable decision-making was a challenge for the company's operational users.

Spotty data access was slowing down collaboration and efficiency while costs were escalating. Umesh Mehta, VP-IT, AMW, knew that he needed to change the way the company works. So, he turned to business intelligence.

"To understand the current overall scenario and for quick and user friendly MIS reports, BI had become imperative for us," he says.

BI gave AMW innovative tools and an agile infrastructure to generate the kind of business insights managers needed. The project was initiated with output from the

ERP in an Excel format. A database in SQL server was created and connected to the BI platform for reporting and analysis. The Rs 8 lakh implementation took under two days and users were trained over a week.

"It was tough to get the top management engage on the subject of BI, especially with the economic slowdown," says Mehta adding, "We came up with an idea of doing a proof of concept. We generated reports from SAP that helped understand the data in terms of sales, warranty trends, and so on. It won the approval of the top management."

The benefits that BI brought are hard to miss. With improved visibility into business performance, AMW expects to grow by 10 percent year on year. BI's access to information fulfils every department's needs, aiding quick decision-making.

"Costs have reduced by 20 percent and employee productivity has increased by 25 to 30 percent," says Mehta. With BI, AMW can now clearly correlate low sales volumes with high warranty cost in certain products and spot trends quickly, predict risk more accurately and manage inventory more efficiently, giving them a definite competitive edge. **CIO**

**WHY HE IS
INGENIOUS:**

Because he infused a proactive spirit in his organization that combined technology and business insight to give them a competitive edge.

VERTICAL : Automotive
REVENUE : Rs 620 crore
EMPLOYEES : 800
CEO : Anirudh Bhuiwala
HEADQUARTERS: Mumbai

Asia Motors Uses BI to Cut Costs

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CIO Team

Executive Summary

Timely availability of data in the required format to enable decision-making was a challenge for the Asia Motor Works operational users. 1KEY BI gave AMW innovative tools and an agile infrastructure to generate the kind of business insights managers needed.

Reader ROI

- How database in SQL server was connected to BI platform for reporting and analysis
- How reports from SAP helped understand sales, warranty trends

Highlights

- The Rs. 8 lakh implementation took under two days and users were trained over a week.
- “Costs have reduced by 20 percent and employee productivity has increased by 25 to 30 percent

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<http://www.cio.in/case-study/asia-motors-uses-bi-cut-costs>



**Congratulates Mr. Umesh Mehta
VP - IT, Asia Motor Works
on winning CIO 100 Award 2009 for
using IKEY BI innovatively on SAP**



www.maia-intelligence.com



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Stakeholder Views

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