
Project: Automating dealer operations for global automotive giant

Customer Profile

- The client is one of the world's largest automobile manufacturers out of Japan. They produce vehicles in 26 countries and regions and marketing vehicles in more than 170 countries and regions. In fiscal 2006, they came out with over eight million vehicles on a consolidated basis to customers around the world under their different brands. They had over 280,000 employees at the end of fiscal 2006.

Business Opportunity

- The client selected Thailand as the largest base outside of Japan for assembly and manufacture of its leading range of vehicles for the Asian and European markets. Headquartered in Bangkok, they extended their manufacturing capacity and capability and supported this initiative with a comprehensive rebuilding of IT and IS infrastructure. A key area of focus is the dealer network, the effectiveness and efficiency of which is the prime derive of sales.

Solution and Services Provided

- NIIT Technologies has worked with the Client in Japan, Singapore, Thailand and Belgium in offering a wide range of custom application development, maintenance, enhancement, deployment and user support services, for over 10 years, and continues to support their initiatives in the region, including its programme for improving internal communications and data exchange.
- Functional areas of focus have been dealer operations, after sales system, service management, spares and warranty claims management. The most widely deployed system is the bi-lingual (English and Japanese) Sales and Logistics System, which connects the Company with its dealers, and Distributors across the world. The system includes vehicle logistics, ordering, vehicle tracking, production and load planning, and price negotiation. It is deployed across 11 countries at 380 dealers' locations with over 3,000 users