

Win in the flat world

MAN Nutzfahrzeuge collaborates with Infosys on a Dealer Integration Program to strengthen Dealer Relationships

Client Context

MAN Nutzfahrzeuge Group is the largest company within MAN AG, Europe's foremost industrial player in the sector of Transport-Related Engineering. MAN is the first commercial vehicles producer in the world to have won the international "Truck of the Year" award seven times.



Business Needs

MAN reaches its end-customers across the world through company owned dealers and private dealers. For its wholly owned dealerships and workshops, MAN is in the process of rolling out a central SAP based Dealer Management System (DMS). This would help the dealers to easily integrate with the OEM – making it easier to order vehicles, spare parts and also service the vehicle. The privately owned dealerships in these countries are using individual, disparate systems which need to integrate with the new SAP system. MAN was also moving from its core markets in Western Europe (Germany mainly) to emerging markets in Eastern Europe and Asia (Russia, Poland etc) – and in these new countries / markets – dealerships are mostly private and they need to be integrated with the main system.

The Market Context

The Block Exemption Regulation (BER 1400/2002) applies to selective or exclusive distribution agreements in relation to new vehicle sales, services, repairs and spare parts distribution in the European Union (EU) and European Free Trade Association (EFTA) countries.

The aim of BER is to increase competition and protect the consumer, for example, it is a condition of BER that consumers can buy the vehicle of their choice wherever they want, or that authorized dealers are obliged to carry out warranty work regardless of where in the EU the vehicle was purchased.

Hence, there is an increasing trend wherein a single dealer dealing in two or more brands under the same roof – leads to increased competition between brands. It is important that dealers are easily integrated with the OEM – making it easier for the dealer to order vehicles, spare parts and also service the vehicle. This increases the brand-stickiness of the dealer and increases the share of the OEM's sale in the dealer's business.

In order to ensure smooth seamless integration, the integration layer had to be developed with the following requirements:

- Open/industry standards
- future-proof and extensible
- easy-plug-in-and-play
- minimum disruption to existing systems
- extensible – easy to extend to new dealerships / countries
- low-cost maintenance, and the solution had to appropriately address security requirements

Infosys' Role

Infosys was chosen by MAN due to its solid reputation as a business and technology services firm. Infosys with its expertise in the retail automotive industry, its vast experience with

automotive OEMs, technical know-how in dealer management systems and industry standards like Standards for Technology in Automotive Retail (STAR) (creates industry standards and researches emerging technologies for dealers) developed the integration layer on SAP-XI. The solution not only maintained the existing complex architectural landscape but also leveraged the same towards scalable and faster development.

Infosys adopted a two-pronged approach in developing a solution. One track focused on short term objectives. Here, SAP XI was used as the integration layer – and the existing transport mechanism for transport (RVS) was reused. This enabled quick and easy development of the layer. The second track focused on MAN's long term objectives from its current stage to help it move to a truly open layer with a defined roadmap.

The architectural blue print delivered as part of this engagement provided the architecture / technology drivers and guidelines, process and operational architecture, a common Integration framework with Integration standards, technical architecture blueprint, and logical / physical deployment architecture.

The architectural blue print delivered as part of this engagement provided the logical/physical deployment architecture / technology drivers and guidelines and a common Integration framework with standards.

Business Benefits:

The first phase of the maiden venture for the Infosys-MAN relationship is complete. The solution developed is already contributing towards a better relationship with MAN's dealers:

- The layer processes approximately 200 stock orders and 500 pack notes every month.
- The integration layer has been successfully implemented in UK with no instances of errors reported across its dealerships.
- Dealers in UK are able to place orders using this layer.
- These orders and the pack notes are continuously monitored over the interface – ensuring that orders are not lost or misplaced– improving quality of service to the dealers and achieving greater amount of visibility for MAN.
- Price lists and parts updates reach the dealers instantaneously reducing the overheads of manual interventions and errors.
- MAN is able to run parts campaigns and control prices more effectively through this layer.

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