

Automobile Company Centralizes Master Data Management for Improved Efficiency

Capgemini helps build a master data system with a new configuration engine for cars, reducing costs and improving data quality

The Situation

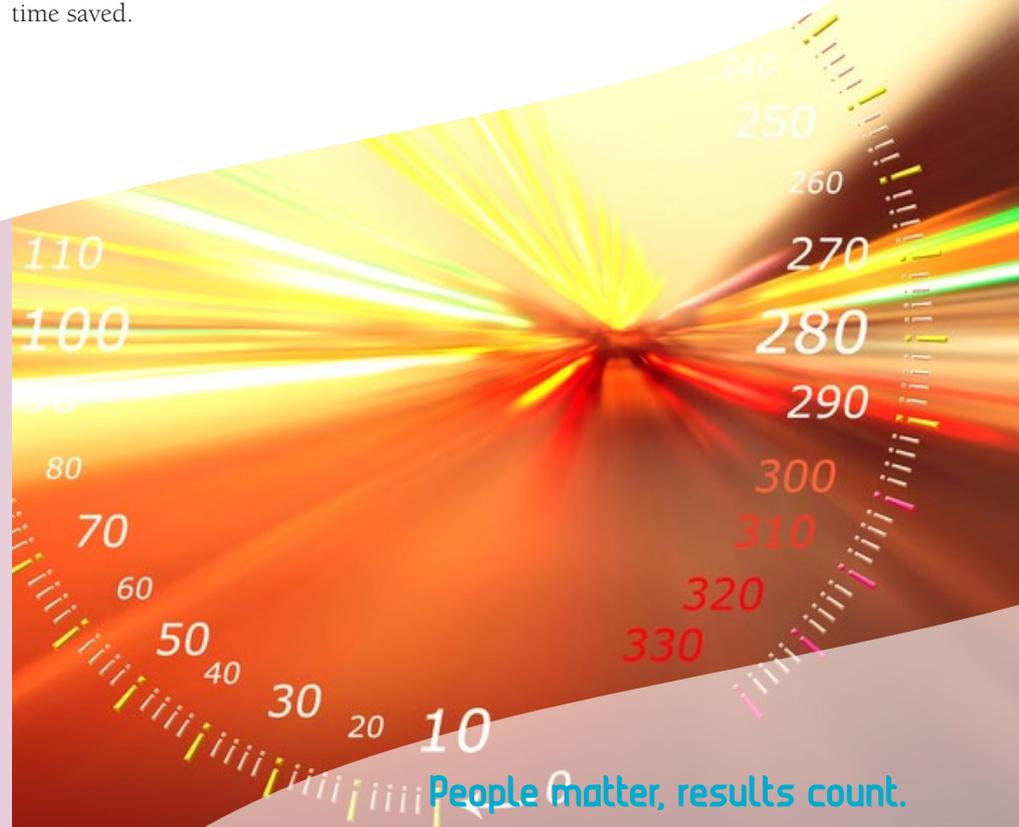
The company is a leading producer of premium cars and one of the largest manufacturers of heavy- and medium-duty trucks in the world.

The company wanted to implement an integrated solution for product and price Master Data Management (MDM) for its Car division. The objective was to integrate central sales, wholesale, retail and its customers' systems with regard to master data, and to use the same master data for product offerings and ordering. The company goal was to gain improvements in terms of the effort spent, data quality provided and time saved.

The Solution

Capgemini helped the company implement a system for the centralized administration of master data by the central sales team and rationalization of master data by wholesale teams. The system supports the provision of master data via a staging environment for the testing, approval and versioning functions.

The system also provides several central services such as evaluation, validation for ordering and vehicle configuration, which comprises a new configuration engine called Global Car Configurator (GCC).



The Result

The new system enables the company to optimize the process of maintaining product and price master data, thus reducing costs. As the central system is integrated with the national markets, the quality of the data has improved, and the master data can now be made available at the point of sale in a fraction of the time that it would have taken previously. In addition, the new solution provides the Internet configurator portal with enhanced flexibility.

How the Company and Capgemini Worked Together

Capgemini was selected by the company to build a centralized master data system with a new configuration engine for its Car division. An existing Internet vehicle configurator was already in place with a working configuration engine, which had been optimized for several years. A key challenge was to integrate the new configuration engine with the existing Internet configurator in a rapid time frame with no disruption to the business.

The configuration engine was successfully integrated in the existing Internet car configurator and successfully rolled out to the first market: Poland. The configuration engine is accompanied by a cluster-controller, which allows not only for 24/7 operations but also supports a clustered environment (currently more than 20 different countries operate on more than 20 application servers). This was a significant achievement as the clustered configuration engines can switch to new master data without interruption. This new solution gives the Internet configurator portal enhanced flexibility.

The new system has provided Cars with significant improvements regarding effort, quality and time. For example, introducing new marketing actions such as a special “limited edition” or a new “sports package” can now be achieved within five days, compared with several weeks previously. And the company’s customers now have a consistent display of their vehicles from the configurator through the order to the invoice.

In addition, the system eliminates manual processes and optimizes the process of maintaining the product and price master data, thereby reducing costs. It also provides standardized data across domains such as central sales, wholesale, retail, customer, planning, distribution and aftersales. Master data is available at the point of sale in just a fraction of the former time. And because the data is integrated between headquarters and the individual markets, data quality has improved.

Due to the reduced costs and the centralized system the Internet configurator can be rolled out to smaller markets, where previously the rollout was not feasible due to high costs. The system is now being rolled out to all markets.

If you would like to find out more about this project, please contact: success.story@capgemini.com



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