

# Volvo's 'Porten' Solution Empowers Dealer Sales Organizations

**New dealer portal accelerates add-on sales and provides salespeople with tailored information when needed using Web 2.0 technologies and web services**

## The Situation

The Volvo dealerships in Sweden needed to increase sales of add-on services, such as financing, insurance and service agreements. However, they were faced with complications that included a sales culture not accustomed to these products as well as system availability and usability challenges. These issues needed to be addressed by Volvohandelns Utvecklings AB (VU), a subsidiary of Volvo Car Corporation that provides software to automotive dealers in Sweden and Norway.

## The Solution

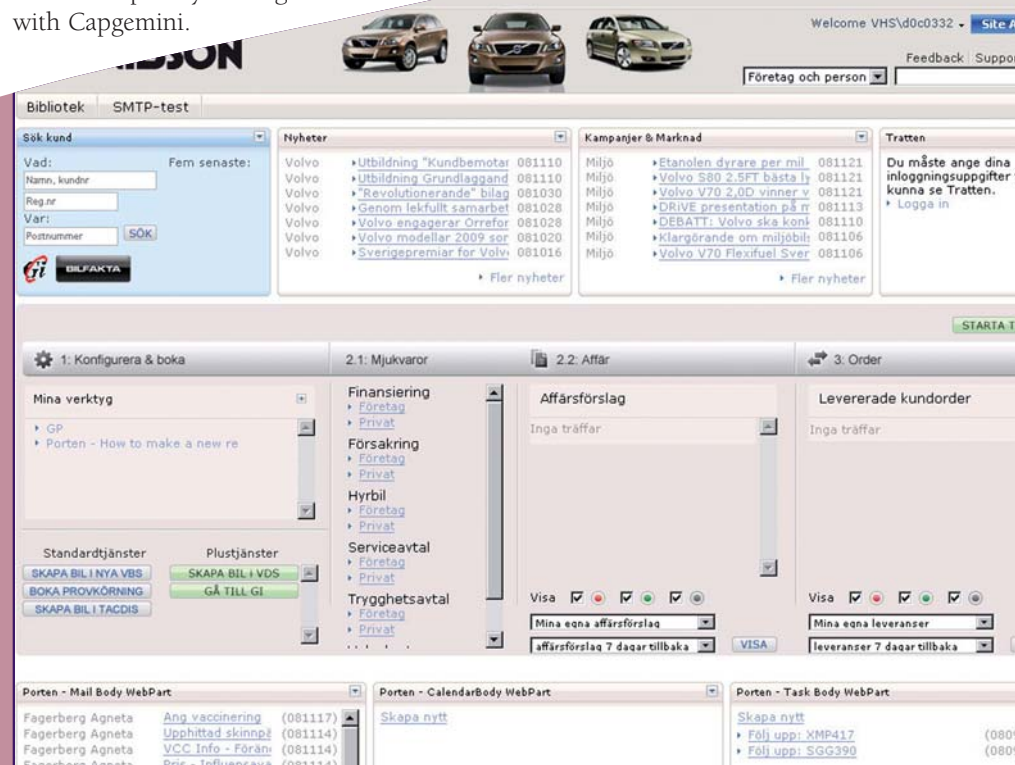
VU saw the opportunity to overcome these challenges by developing a dealer portal that would combine information from different systems into a single solution. The portal, called "Porten – the salesman Portal," was developed by VU together with Capgemini.

Through its single sign-on functionality, Porten addresses the challenges of logging into several different applications, including a Dealer Management System (TACDIS, Truck and Car Dealer Information System), customer database, B2B exchange and business intelligence. Previously, dealer salespeople were required to access information from these multiple applications, each with a unique login.

The new portal is a significant step toward improved modernization of Dealer Management System (DMS) applications, using technologies such as Microsoft Office SharePoint Server (MOSS 2007), Web 2.0 and mash-up applications.

**“This process-oriented portal provides the right information to the right person at the right time, makes the salesman’s everyday work more effective and empowers the sales organization to take advantage of the complete range of available products. If it will help Volvo dealers to sell, it is worth it.”**

**Peter Lorentzon**  
CEO  
Volvohandelns Utvecklings AB



### The Result

The response from dealers has been very positive, as they clearly recognize the business value that the portal will deliver to their sales personnel. Additionally, the new system provides VU with a platform for continual business development on which new Service-Oriented Architecture based (SOA) services can easily be orchestrated and tailored to meet future business needs.

### How Volvo and Capgemini Worked Together

VU selected Capgemini to help it develop a dealer portal to accomplish several key objectives:

**Fast access to information for dealer salespeople** who now have easy access to updated information from multiple sources through one interface.

**Process support** throughout the sales process, including automatic reminders in the Outlook Calendar application and to-do list, latest offers, bookings, business intelligence reports, etc.

**Single sign-on (SSO)** that is Windows authentication-based to multiple systems with disparate user databases, eliminating the need to login to multiple underlying applications.

**Usability and simplicity** for a user experience to embrace modern design, easy navigation and provide access to information that is a single click away.

The team took a four-step approach to develop and roll out the solution:

1. In close collaboration, Capgemini and VU formulated the business drivers, business case and governance model for the project and new portal.
2. A conceptual prototype, followed by a mock-up, was used to show how the solution would meet the business objectives.

3. Through agile development methods and innovative tools, the solution was developed in less than three months.
4. A cost-effective rollout is enabled through a template and well-defined process from the Application Management team at Capgemini.

The solution is made possible using Web 2.0 technologies on top of the Microsoft Office SharePoint Server 2007. The portal holds no information, but gathers information from supporting systems through web services and RSS feeds, and creates a Rich User Experience with Ajax, resulting in a mash-up application. In

short, Porten is a business support portal that extracts information from back-end systems, mashed together with online information sources, and presented in a form that is appealing and easy to use but that also supports the business objectives.

The new solution is groundbreaking in that it is the first portal in the Nordic region that takes a step towards integrating and applying business support within the automotive industry. In addition, the response has been positive to the portal, which is not a "freeware" solution from Volvo. Indeed, the business value from the system warrants the license fees.



### About Capgemini and the Collaborative Business Experience®

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working - the Collaborative Business Experience™ - and through a global delivery model

called Rightshore®, which aims to offer the right resources in the right location at competitive cost. Present in 36 countries, Capgemini reported 2007 global revenues of EUR 8.7 billion and employs over 88,000 people worldwide.

More information about our services, offices and research is available at [www.capgemini.com](http://www.capgemini.com)

Capgemini Sweden  
Automotive  
Consulting and Technology Services  
TechnoVision  
Portals  
Web 2.0

**Approved by:**  
Peter Lorentzon, CEO, Volvohandelns Utvecklings AB  
Stephan Hedborg, Capgemini, Account Manager

In collaboration with



Volvo Car Corporation is a division of Ford Motor Company with 27,500 employees in its major manufacturing activities in Sweden and Belgium. With

worldwide sales totaling 458,323 cars in 2007, Volvo Cars increased its total global sales by 7.4%, compared with 2006—a record-breaking result.