



# Ashok Leyland Enriches Massive Data with Superior BI Capabilities

**Capgemini helps  
Ashok Leyland build  
BI backbone,  
leveraging industry  
leading practices**

## The Situation

Ashok Leyland is an Indian automotive-manufacturing company. Founded in 1948, it is the second-largest manufacturer of commercial vehicles, such as trucks and buses, as well as emergency and military vehicles. In 2012, the company decided to perform a technology upgrade with the aim of helping its employees leverage the massive volumes of information present across the organization, in multiple platforms.

The key objective was to provide effective linkage across information and data sources to provide a 360-degree view for the business. Ashok Leyland understood that, for this to happen, it needed to build an organizational culture that treats information as a valuable asset that needs to be organized, managed, and made accessible to business users.

Data needed to be integrated over end-to-end processes and a standardized information delivery for management reporting and analysis needed to be established. SAP BI was identified as the solution that best suited this need.

## The Solution

Capgemini brought in business consulting and BI technology knowhow and worked with the Ashok Leyland team to create a standardized information delivery platform, supporting analytics for all the business lines of Ashok Leyland: Sales, Service, Parts and Power Solutions.

With the implementation, Ashok Leyland was able to establish an organized performance measurement framework in the form of Key Result Areas (KRAs) and Key Performance Indicators (KPIs) for Marketing and Manufacturing, a harmonized BI platform by integrating data into SAP BW from SAP ECC and non-SAP sources, and rollout of SAP Business Objects. This provides an integrated and contextualized view and enables the business to perform meaningful analysis and discovery.

## The Result

Ashok Leyland has established an effective platform to support strategic decision-making, by using the integrated and contextualized view of data through intuitive dashboards. For critical business users, a self-service BI framework enables discovery and analysis of data.

Capgemini has brought in industry experience through the use of leading practice KPIs, which have been aligned to the existing framework of Ashok Leyland. Working with the business, Capgemini has defined, validated, aligned, and finalized the KPIs and delivered a KPI handbook as a core reference document.

Ashok Leyland has introduced an information culture, involving dashboards and reports, which helps retrieve, process, and understand complex data to deliver real value to the business.

## About Capgemini

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## About Ashok Leyland

Ashok Leyland is an Indian automobile manufacturing company based in Chennai, India. Founded in 1948, it is second largest commercial vehicle manufacturers of commercial vehicles, such as trucks and buses, as well as emergency and military vehicles. Operating six plants, Ashok Leyland also makes spare parts and engines for industrial and marine applications.

More information is available at:  
[www.ashokleyland.com](http://www.ashokleyland.com)

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