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Retail

With consumer spending down, price pressures remain intense. Changing demographics present risks and opportunities and savvy consumers are presenting their own share of challenges not seen before in the retail marketplace. The need to provide targeted, accessible information quickly in order to make the most informed decisions is critical to retailers. Systemware's solution provides technology that helps retailers:

- Improve customer service
- Manage inventory
- Improve vendor communication
- Increase overall profitability

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Mitsubishi Motor Sales of America

Customer Case Study

Situation

Mitsubishi Motor Sales of America, Inc. (MMSA), is the exclusive U.S. distributor of a full line of Mitsubishi Motors-brand passenger cars and sport utility vehicles. It is a subsidiary of Tokyo-based Mitsubishi Motors Corporation and has more than 1,100 employees in the U.S. MMSA's dealerships are independently-owned-and-operated businesses that include 550 outlets in all 50 states. Sales growth has grown significantly in the last five years by providing new and redesigned vehicles, continued brand-building efforts through distinctive advertising and improved customer satisfaction and retention. The Mitsubishi franchise is sought after and recognized as an industry leader in dealer/distributor partnerships. Providing timely access to critical information, innovative vehicles and a satisfying dealership experience are requirements to retain their reputation for excellence.

Business Challenge

Mitsubishi sales and service reports are created daily for 550 dealerships using the Business Objects software running on a Windows NT platform. The strength of the application is to provide business intelligence reporting based on database content, but it has limited capability for report distribution and archival. Mitsubishi had to create 550 separate files everyday to distribute reports containing only the data for each dealer. Because the system was not set up for online viewing, if employees wanted a copy of the report, their only option was to print the entire document. Furthermore, since each report was housed in an individual file, employees were unable to retrieve past documents. So the complete document had to be printed on the day it was distributed, regardless of whether or not the information was applicable to the dealership.

MMSA needed an efficient means to send dealerships individual reports and to provide remote access to historical information. They also wanted to provide a common access vehicle for reports that originated from legacy applications and Windows-based systems.

Solution

Mitsubishi already used Systemware's content management software for online viewing of legacy reports and they inquired if Systemware's solution could be expanded to integrate files originating from other platforms. Systemware delivered this capability to meet Mitsubishi's requirement for a common repository of all reports and file types with Web browser access.

Daily reports generated from the Windows NT environment are archived in Systemware's Content Server as a PDF document and available for viewing and distribution to each dealership. The browser-based system allows MMSA employees to access the centralized repository to retrieve, change, save and print reports when needed. Individual sections of the document can be copied or distributed via e-mail without having to print the entire report. Each day's updated information is available to the dealerships instantly, and a security mechanism ensures that only the intended departments have access to their information.

Using Systemware tools, MMSA created a customized Web site that contains current and historical sales and service report data. Dealers can access vehicle, warranty, parts and sales information, or extract information across all reports by keying a part number or vehicle identification number.

Results

MMSA employees are connected to the information they need to manage their dealerships, whether from home, the office or on the road. Employees also have the ability to e-mail reports or report segments to internal or external business partners. Using Systemware's Web-based query facilities, users can quickly and easily locate the information needed to answer customer inquiries and make decisions with historical and current information. With Systemware's content management software, MMSA can be sure all the necessary information is easily available to make the best business decisions in a timely manner.

For more than 25 years, Systemware has provided enterprise content management (ECM) solutions to some of the largest companies in the U.S. — across multiple platforms — in deployments managing petabytes of data and billions of documents. Designed for high performance, Systemware securely captures, indexes, stores, and distributes information, regardless of native application. Founded in 1981, Systemware is a privately-held corporation headquartered in Dallas, Texas, with branch offices throughout the U.S.



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