

Redwood Business Solutions

Making web-based report distribution a reality.

At A Glance

Industry

- Automobile Distribution

Environment

- Automobile dealership warranty, purchase and stock management applications
- IBM Mainframe and System i5 application generated reports

Key Challenges

- Management and distribution of approximately 3,000 reports a day
- Reliable and timely delivery of reports

The Solution

- Report2Web centralized web-based report delivery and archiving for employees and the dealer network

Key Benefits

- Savings of over €240,000 (\$327,000 USD) in nine months
- Reduced administrative overheads
- Improved service to dealers and customers



AUTOMOTIVE

Pon's Automobielhandel Optimizes Report Distribution to Employees and its Dealer Network with Report2Web

Report2Web™ provides car importer and distributor, Pon's Automobielhandel, with an efficient solution for the distribution of warranty, purchase and stock reports to internal employees and its dealer network; saving costs and ensuring more reliable delivery of the right information to the right people at the right time.



As an importer and distributor of several car brands, including Volkswagen, Audi, Porsche, Seat and Skoda, Pon's Automobielhandel holds a leading position within the automotive market in the Netherlands. With a central IT organization and a dealer network consisting of many branches, getting important business reports to the right place at the right time was an inefficient and time-consuming process.

For Gerard van Leeuwen, IT coordinator at Pon's Automobielhandel, the most important objective at the start of the implementation project was to arrange the flow of information more efficiently, making it reliable and reducing costs. "A goal that has certainly been met with Report2Web", he comments.

Removing Unacceptable Distribution Costs and Delays

For years, Pon's Automobielhandel has outsourced its IT services. All business critical IT processes are monitored from a

central location where, previously, all reports and documents were printed. This resulted not only in approximately 1.7 million pages of printed paper being used annually, but also in unnecessarily high maintenance costs for the specialized overlay printers which were required. The cost of producing these reports did not stop at printing either, because several times a day approximately 3000 reports were delivered by courier from the central IT location to the Pon's Automobielhandel head office in Leusden in the Netherlands.

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Gerard van Leeuwen
IT coordinator, PON



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Upon arrival at Leusden, the reports were manually distributed to the relevant internal users and dispatched via daily transport to the dealer network. In particular the dealer reports were frequently late, delivered to the wrong location or worse; lost. "For information that is related to warranty claims it's of crucial importance that the dealer companies receive reports on time. With Report2Web web based report distribution this can be guaranteed", continues Gerard van Leeuwen.

Complying with Regulations

The wide variety of reports contain, amongst other things, financial administration data, order transactions for components and new cars, price information, and also warranty claim settlement data. For the financial reports in particular there is a legal requirement that data is saved for at least 7 years.

Although the most important objective of this project was cost savings and improving efficiency of the information flow, digital archiving of Pon's Automobielandel financial information was an extremely important factor in the search for a complete solution.

In searching for the right solution, Pon's Automobielandel investigated whether their objectives could be met with dedicated combined hardware / software 'appliance' solutions. However, after careful comparisons, it appeared that only the on-line web based report distribution delivered by Report2Web could offer the right degree of flexibility that would meet the technical requirements and drastically reduce the costs of report distribution.

Large Scale Implementation

The Report2Web implementation at Pon's Automobielandel is very extensive. This is mainly because over 350 different report types need to be processed, each with its own layout and process chain. Additionally 'overlays' are used to present text files in a format that used to require the use of



expensive overlay printers. Due to the policy of outsourcing the IT environment, Redwood has taken on the technical application management of Report2Web for Pon's Automobielandel. This enables faster reaction to any required modifications and maintenance activities.

Fast Acceptance and Tangible Return on Investment

Roll out of Report2Web at Pon's Automobielandel internal departments commenced immediately after the implementation. The roll out was much smoother than anticipated, thanks mainly to the ease with which Report2Web end users can access reports through a web browser. "We planned a lot of time for the roll out of Report2Web to our internal departments. In fact this went a lot better than we'd expected making a training workshop unnecessary," says Gerard van Leeuwen.

The second phase of the project was to connect the dealers to Report2Web. By means of 'audit logging' it was easy to trace which dealers were not using Report2Web and immediate action could be taken. Within three weeks the majority of the dealers were familiar with this new method of information delivery.

"By using Report2Web log analysis and other features, it became clear that there

was a direct relationship between dealers who regularly called the head office to ask questions and dealers who did not use Report2Web. By encouraging the use of Report2Web, the number of phone calls was drastically reduced", says Gerard van Leeuwen.

From the beginning, the advantages of Report2Web for the end-users were clear. Amongst other things, the conversion of 'driver lists' to Excel format allowed the possibility, when contacting the drivers, to write to them in a more personal way. At the same time the administrative overhead of these kinds of actions was reduced.

The cost savings resulting from the move to web based report distribution was also obvious. After phasing out the overlay printers and ceasing production of paper reports, two large expenses disappeared. In addition, Report2Web enabled a lot of manual tasks to be automated. Finally, there was a saving on the quantity of storage that was needed for the many kilos of paper. With a saving in costs of approximately €240,000 (\$327,000 USD), return on investment in Report2Web for Pon's Automobielandel was delivered in less than nine months.