



AUTOMAKER LOOKS TO WEB SITE FOR RECORD ONLINE SALES

LEADING SOUTH AMERICAN AUTOMAKER

/// CASE STUDY



This international auto manufacturer was the first to offer online vehicle sales in South America. But competitors were slowly gaining ground in the Internet marketplace. EDS, an HP company, headed a team that revamped the company's Web site to offer better service, improved selection and more efficient delivery.

CLIENT PROFILE

Industry: Manufacturing

Business Needs Addressed:

Growth

Productivity

A revamped Web site allows consumers to configure, finance, order and track delivery of new cars while dramatically reducing production costs.

Innovative automaker looked ahead to online car shopping

Economy cars account for about 60 percent of all vehicles sold in South America. This focus on value has made the region an ideal market for Web-based dealers. Because tax incentives enable buyers to negotiate a better price for cars purchased online, rather than at traditional dealerships, online prices can be significantly lower. And the supply-chain efficiencies made possible by the e-commerce business model make those vehicles even more affordable.

When this automaker first launched its virtual dealership, the Web site proved so popular that, within a year, nearly 70 percent of the sales of its most popular model were made via the Internet. Not surprisingly, this success encouraged many of its competitors to beef up their own online initiatives.

To maintain its competitive advantage, the company turned to EDS to help it develop an even more comprehensive Internet sales tool. The automaker's goal was to enhance the customer's shopping and buying experience through a wider selection of vehicle models and buying tools, while more deeply integrating the Web site with the company's internal invoicing, production and logistics functions to make the entire process even more cost-efficient.

INTERACTIVE WEB SITE GIVES USERS CONTROL

The newly improved Web site includes a vehicle locator that searches existing inventory, a configuration module that enables users to design their own custom vehicles, a payment calculator, loan application tools, and a payment-processing application that enables customers to complete the entire transaction online. Customers are then able to track their individual vehicles through the production and delivery process. EDS also developed custom applications, integrated with the company's enterprise software, that allow users to reserve vehicles in current inventory, and help the company analyze trends in customer demand and tailor its production schedule accordingly.

Services featured

- Applications Development Services
- Applications Management Services
- Integration and SOA Services

EDS integrated insurance sales and financing into Web site

More than 200 EDS team members contributed to the development of the enhanced site. Development was driven by the company's desire to use its existing enterprise applications and architecture so that online purchases could be easily integrated into the manufacturer's dealer and back-end processing systems. In addition, EDS partnered with a range of third-party vendors offering services like insurance sales, financing and even online payment processing to dramatically enhance the services available on the site, truly making it one-stop shopping for the buyer.

Automaker set new sales records with enhanced Web site

With improved graphics complementing the site's enhanced customer-service functions, the retooled Web site helped the manufacturer set new Internet sales records within its first year of operation. Frequently, new vehicles can be built and delivered within four to seven days of ordering. And the company has been able to reduce the price of most models by about 6 percent because of the efficiencies created through Internet purchasing.

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