

Case Study: Implementing Dealer Business Management (DBM) System for a top Automobile Company

Our client is a leading automotive dealership specializing in selling new and used vehicles. With multiple locations across the region.

Challenges



Manual processes

Relied on manual processes for sales, inventory management, and customer relationship management, which led to inefficiencies, errors, and delays.



Lack of integration

Disparate systems and databases made it difficult to synchronize data across departments, resulting in data silos and redundant efforts.



Poor visibility

Limited visibility into inventory levels, sales performance, and customer interactions hampered decision-making and strategic planning.

Business Scenario

Prior to Maventic, the customer faced challenges in managing its sales, inventory, and customer relationships efficiently and was seeking a solution to stay competitive in the market.

Solution

To achieve the required goal of a customer-centric business and a profitable dealership the client selected Maventic's proposal to implement DBM in their system.


- **Vehicle procurement and logistics**
Optimized logistics operations by providing tools for managing vehicle transportation, tracking shipments, coordinating deliveries to dealerships, and managing inventory.
- **New and used vehicle sales**
Customized sales process, vehicle configuration, pricing, and inventory. Integrated this information with different SAP ERP modules.
- **Integration**
Integrated with other systems, such as CRM, finance, and inventory management, to enable seamless data flow and synchronization.
- **Monitoring and optimization**
Monitored system performance, gathered user feedback, and identified improvement areas. Continuous optimization efforts were undertaken to enhance processes





Benefits

-  **Improved** response time
-  **Enhanced** decision-making
-  **Reduced** friction in processes
-  **Ensured** compliance with FEFO rules
-  **Increased** increase in picking efficiency

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