

Portal solutions for the automotive industry  
To support your business objectives



WebSphere® software



Helping you capitalize on aftermarket opportunities.

With the automotive aftermarket generating US\$200 billion annually, savvy original equipment manufacturers (OEMs) recognize that economic value has pushed downstream—toward providing top-quality service and support to operate and maintain existing vehicles. To succeed in today’s marketplace, you must effectively build rich relationships with dealers, fleet partners and independent repair shops to support vehicle-service life cycles and drive aftermarket revenue streams to build profit margins. Optimizing these relationships means providing access to a wide range of critical business activities—including real-time communication, like service bulletins or marketing information. Parts and inventory replenishment. As well as warranty claims and issue management.

The initial purchase of a car is only the beginning. In most cases, the bulk of spending on a car happens after it’s driven away. Spending that can generate significantly more revenue than new product sales. You want to provide rich services to your aftermarket partners to help you capture some of that potential revenue after the initial sale. By optimizing channel communication and streamlining the sale of aftermarket parts and accessories, you can save time and money. Increase end-customer satisfaction—and profits. And use fewer resources.

Your challenge is to:

- *Manage relationships with everyone along your aftermarket value chain—efficiently and cost-effectively.*
- *Give dealers and distributors accurate, current information—like parts numbers, pricing and product descriptions—relevant to their individual needs.*
- *Streamline operational efficiencies and business processes to help reduce costs and increase trading-partner satisfaction.*
- *Provide seamless, real-time access to marketing, program and service information—like service bulletins and manuals, technical documentation and issue-management information.*





### **Strengthen business relationships and improve trading-partner loyalty**

Each of your customers is unique—with different contracts, preferences and buying behaviors. And each deserves a Web experience that builds confidence about the relationship it has with your business. Dealers can trade under the same contract. But fleet businesses and repair shops have different terms and conditions. IBM Software Solution for Automotive Dealer Collaboration, leveraging IBM WebSphere® Portal, IBM WebSphere Commerce and IBM Lotus® collaboration functionality, provides a unified system that can enhance dealer efficiencies and service while helping to improve sales and delivery of parts and accessories through your aftermarket demand chain.

In a large consumer company for automotive products and services, several departments may be responsible for managing aftermarket relationships—each maintaining separate Web sites. As a result, you may miss opportunities to increase efficiencies and reduce expenses because divisions can't share critical customer information. This disconnection can make it difficult for you to recognize or properly coordinate a complete relationship with your dealers, distributors and end customers. It can hinder your ability to capitalize on already established relationships and to solidify them. Without providing an integrated view of your business to everyone along your aftermarket value chain, you're left with potentially dissatisfied customers. You've missed your quality-of-service objectives—and lost opportunities to sell your products and services across divisions.

### **Provide personalized access to business processes and information**

By deploying a comprehensive WebSphere Portal software-based solution, you can provide your customers with personalized access to all the business processes and information they need to conduct business with you—from a single interface. An integrated solution, built with proven technologies, can help you solve your aftermarket business challenges. And bring disparate systems and fragmented processes together, saving time and improving productivity. With a strong portal strategy, you can:

- *Decrease deployment costs and minimize your business risk.*
- *Reduce your time to market.*
- *Build a solution that best addresses the specific needs of the automotive industry—dealer communication. Inventory replenishment. Warranty claims. Issue management.*
- *Leverage and extend existing technology investments.*
- *Provide an adaptive and dynamic infrastructure that can grow as your business needs dictate.*



### **Streamline and automate business processes to increase operational efficiency**

Many companies still rely on manual processes to manage product information—distributed through a wide range of disconnected systems. A practice that's expensive to maintain. More prone to human error. And doesn't accommodate future growth. A robust portal solution for automotive dealers can facilitate more effective interactions. Streamline requisition processes. Manage scheduled orders, reorders and order status more efficiently. Simplify returns processes. All to enhance productivity across your value chain. So the flow of transactions, information and ideas can ripple immediately through your enterprise—and beyond.



An on demand dealer-collaboration solution enables you to see and manage everything as an integrated whole—even when some aspects, like accounting, fulfillment or distribution, are handled by others.

- *Advanced order and inventory management allows you to extend existing systems to provide end-to-end automation for your online order processes—from creation to execution.*
- *Warranty-management capabilities integrate with existing systems so you can uncover new opportunities to reduce warranty and vehicle maintenance costs.*
- *Lotus integrated collaboration and virtual-teaming technology from IBM provide a structured environment that allows your teams to work together more efficiently—and improve productivity.*
- *WebSphere Commerce software adds sales productivity tools—like integrated request for proposal (RFP) or request for quote (RFQ) information, requisition support and auctions—to streamline purchasing processes, saving you time and money.*
- *Robust, integrated information systems and communication channels enhance dealer productivity. Giving them real-time access to documentation—online manuals, job-management systems, and service and parts bulletins. And provide easy access to warranty systems and issue-management databases to help them solve problems faster.*

### **Optimize communication channels**

Some of the product information you provide isn't always current or accurate. The result? Inconsistent branding and the potential to lose revenue. By delivering centralized, real-time information, you give dealers rich product information and access to information services, like service bulletins, engineering updates and issue-management documentation. You can enhance the purchasing experience with targeted marketing. And offer incentives to encourage members of your automotive value chain to sell more.

The IBM Software Solution for Automotive Dealer Collaboration optimizes the real-time flow of information and provide integrated collaboration capabilities. The ability to receive information in real time—along with virtual-teaming function—enables you to work more effectively with your dealers to handle any potential challenges they face. You can assist with troubleshooting unique repair situations. Resolve recall issues quickly. And offer advice about the best way to conduct a particular repair.

### **Get more from your marketing efforts**

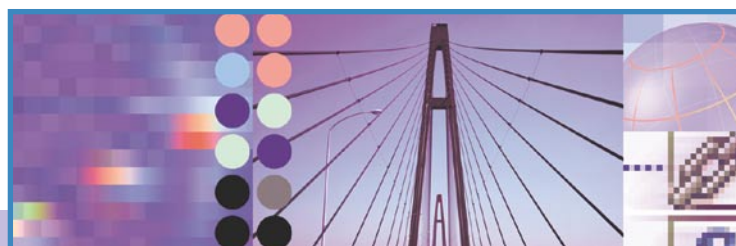
Intelligent marketing and merchandising are key to encouraging your dealers and aftermarket trading partners to sell more of your products. As profit margins become smaller, you want to make the most of every dollar you spend to enhance each users' purchasing experience, to retain existing customers and attract new ones. Rather than using expensive, poorly targeted mass-marketing techniques to cast the largest net, focus your efforts on fine-tuning the effectiveness of each of your marketing initiatives.

Using tools and reports provided through the IBM Software Solution for Automotive Dealer Collaboration, you can:

- *Apply insights about your dealers' or distributors' preferences and behaviors to deliver the most relevant offers and provide a more compelling purchasing experience.*
- *Establish merchandising associations that define bundles and packages, as well as product up-sell and cross-sell opportunities.*
- *Support manufacturer-originated marketing campaigns and promotions at the dealer level.*

### **Driving innovation and changing the way you do business**

With the IBM Software Solution for Automotive Dealer Collaboration, you can transform your enterprise into an on demand e-business. Gain visibility and become more responsive to the dynamic, unpredictable demands of your employees, distributors, dealers and end customers. Match your core technology to your business requirements—and improve customer satisfaction, increase efficiencies and help reduce costs in the process.





### A total e-business on demand

WebSphere software—the leading platform for e-business on demand™.

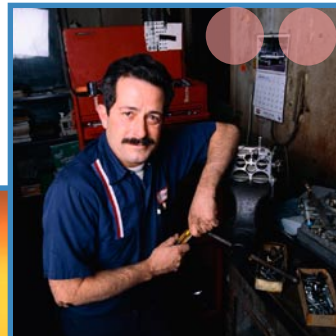
- *Give everyone along your value chain access to the same view of information, applications and services on the fly—regardless of location or device.*
- *Deliver your products and services to meet dealer and distributor demand fast—ahead of the competition.*
- *Improve operational efficiencies with dynamic and automated processes.*

With the WebSphere software platform, you can address your business challenges in entirely new ways. And create an on demand e-business—regardless of the business you're in.

### For more information

To learn more about the IBM Software Solution for Automotive Dealer Collaboration, visit:

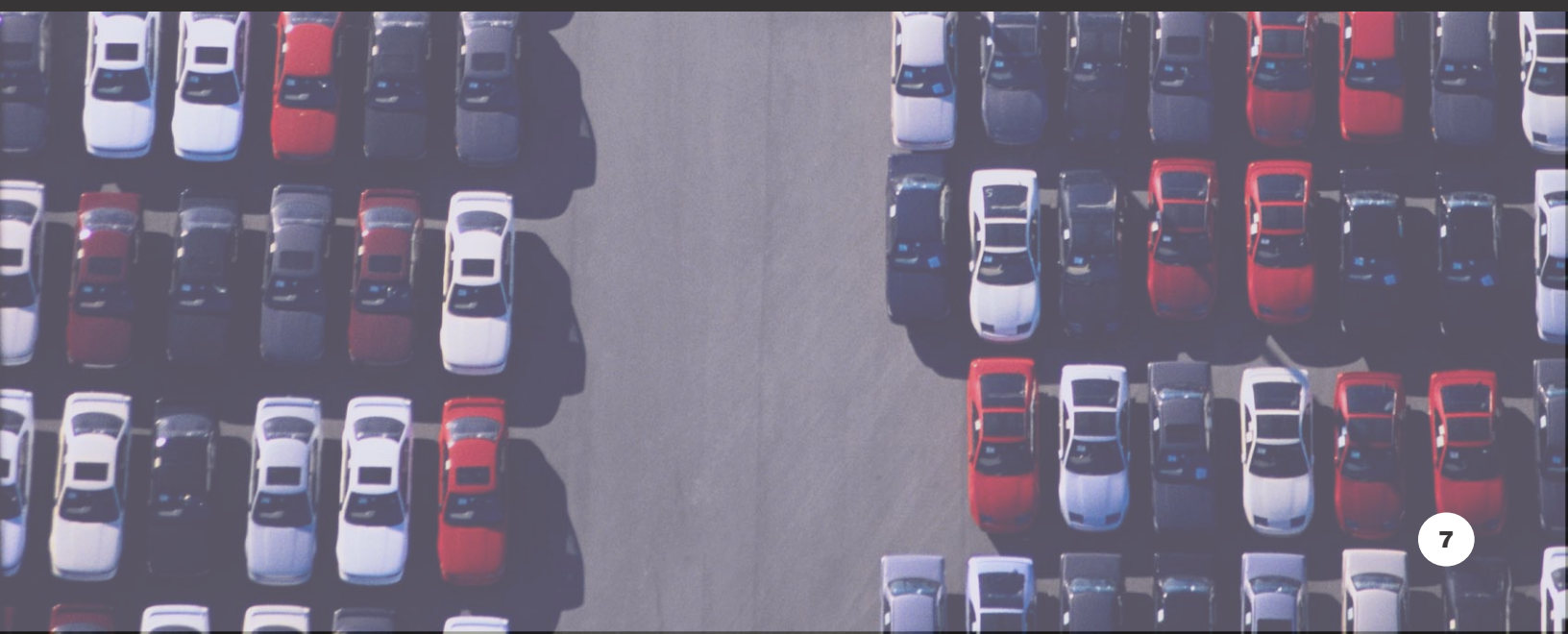
[ibm.com/websphere](http://ibm.com/websphere)





*“Tire-HQ, our WebSphere software-based solution from IBM, is playing an important role in building dealer satisfaction and enhancing productivity across Goodyear’s supply chain. Features like real-time communication and order management add value while streamlining business interactions.”*

*—Patrick Hurley, Vice President—Supply Chain, North American Tire*





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