

Help improve efficiencies and reduce costs. Become an on demand business.

IBM software solutions for the automotive industry



Highlights

- **Enhance customer experiences and build long-term relationships through personalized services**
- **Collaborate with suppliers and manufacturers in real time to improve time to market and increase profit margins**
- **Web-enable your business with security-rich, customizable online applications to dynamically create service schedules and promotions**
- **Provide information access to employees, customers and trading partners on demand and respond quickly to brief opportunities to capture new revenue**
- **Leverage affordable, easy-to-use solutions that are designed specifically for mid-sized automotive companies**

Solutions designed for automotive needs

More than ever, the customer rules the automotive industry. As the market becomes increasingly fragmented and somewhat unstable, automotive dealers and suppliers like you are trying to serve customers in new and better ways—and with greater flexibility—to remain profitable. Because many of your customers base buying decisions on vendor information and advice from peers and colleagues, responding to customer needs and providing personalized services is becoming increasingly important to generate positive word of mouth—and maintain a competitive edge. Meanwhile, you're looking for ways to cut costs, improve collaboration to streamline and speed product design and become more efficient to improve customer profit margins. Achieving these goals can

help your entire organization and value chain shift at a moment's notice to any market change or customer need—delivering e-business on demand™.

IBM and IBM Business Partners understand the pressures mid-sized automotive companies like yours face from customers, competitors and the market. We also understand IT. And that combined knowledge gives us the expertise to deliver solutions designed specifically for the business you're in. IBM provides the middleware. Your local IBM Business Partner provides applications and services specified to your needs. Together, we provide a solution that is custom-designed to work for you.

Middleware is Everywhere.

Can you see it?



Integrated business solutions

Industry-leading software solutions from IBM and our network of Business Partners assist your business with end-to-end business integration. These affordable, easy-to-use solutions can make your company more efficient and flexible to changes and demands—bringing better service to your customers, getting faster results from your supply chain and gaining greater value from your business operations.

From customer service and production, design and logistics to product lifecycle management, software solutions from IBM can integrate all your business processes within—and beyond—your organization. By building IT resources around core systems and databases that support users and applications across the business, IBM solutions can help you deliver e-business on demand. By integrating applications and processes across your entire IT infrastructure you can improve efficiencies and help ensure the applications your employees and customers need are available, 24x7—boosting customer satisfaction and your bottom line.

Automotive challenges	IBM solutions
Improve operational efficiencies to decrease costs	Production, design and logistics solutions Enhance product design collaboration and decrease production costs, improve information flow across the organization and value chain, order parts on demand and efficiently track orders
Improve customer loyalty, revenue and profit	Customer-service solutions Equip channels with customer history and insights, manage warranty and service contracts, provide service documentation in real time, predict when service will be needed, enable technicians with on demand access to technical knowledge
Improve design and production collaboration	Product lifecycle management solutions Collaborate and share information through product data management capabilities, improve time to market, increase product quality and introduction success rates, accelerate document retrieval

Improve operational efficiency

Production, design and logistics solutions from IBM give you end-to-end tools that integrate applications and processes across your entire production business, helping you improve operational efficiencies and reducing production costs. By integrating information and applications within your organization and across your supply chain, these solutions enable you to:

- *Improve design collaboration, helping you to speed time to market, improve product quality and reduce production costs.*

- *Share information in real time across the entire value chain to streamline operations, reduce redundant tasks and strengthen supply-chain relationships.*
- *Efficiently track orders and order parts on demand, helping to reduce order-fulfillment errors and ensure critical parts and equipment are on hand when needed—improving customer service and satisfaction.*

Build profitable customer relationships

Acquiring a customer can cost you about seven times the amount needed to retain that customer. So to remain profitable and reduce costs, gaining



repetitive profits from customers and building long-term relationships is critical. Customer-service solutions from IBM deliver on those needs by helping you develop business processes that can provide personalized services on demand. These solutions enable you to:

- *Provide sales channels with customer insight to understand their history, needs, preferences and service schedules—helping sales teams develop customized services, vehicle maintenance schedules and targeted promotions.*
- *Leverage a single, consistent view of warranty and service-contract information, easing administration and management.*
- *Provide service documentation through an online portal, giving customers 24x7 access to their vehicle service history and records.*
- *Give technicians federated access to technical knowledge, helping them more accurately diagnose vehicle problems, provide solutions and predict customer service needs.*

Improve collaboration in design and production

By providing engineers and suppliers with tools to collaborate efficiently, you can realize improvements in your entire product-development process, bring products to market faster and improve quality. Product lifecycle management solutions from IBM provide a strategic approach to managing all your company's product-related information, from initial conception to retirement. The solutions help you:

- *Leverage computer-aided design, manufacturing and engineering components—providing digital convenience for collaboration and production to bring new products to market faster.*

- *Facilitate efficient collaboration and information exchange to streamline design and production and reduce the steps necessary to introduce products.*
- *Reduce costs by enabling the re-use of parts and engineering drawings and documents.*
- *Accelerate document retrieval—helping ensure that information is available to engineers and suppliers whenever they need it.*
- *Increase revenues by personalizing services, improving time-to-market and boosting quality.*

Open standards, feature-rich functionality
Automotive solutions are based on IBM Express Portfolio offerings, providing:
<ul style="list-style-type: none"> • Open standards-based technologies—easing integration with new and existing investments, without migrating all applications to one platform • Industry-proven Java™ support—enabling simplified resource management and reduced IT costs • World-class expertise and a worldwide network of IBM Business Partners—providing comprehensive business information management services, as well as hardware and software support and services
IBM Express Portfolio offerings provide many feature-rich functions for automotive solutions, including:
<ul style="list-style-type: none"> • Relational database functionality with self-tuning, self-configuring and self-managing capabilities • In-office or remote access to messaging and collaborative applications • Relational database and synchronization capabilities for mobile devices • Web-site creation, testing, deployment and management capabilities, including wizards, samples and application templates • Document management, production imaging and document workflow capabilities, including storage and management of content in different formats • Portal capabilities for employees, trading partners and customers to share content and applications

**Standards-based solutions
designed for mid-sized
automotive companies**

IBM solutions for mid-sized automotive dealers and suppliers are based on IBM Express Portfolio software offerings. IBM Express Portfolio offerings are designed specifically to meet the needs—and budgets—of mid-sized companies. Based on award-winning DB2[®], Lotus[®], Rational[®], Tivoli[®] and WebSphere[®] software from IBM, these packages feature:

- *Rich functionality that can be easily customized to address unique industry needs.*
- *Simple, wizard-driven installation and templates that help you get started quickly.*
- *Streamlined administration, allowing skilled employees to focus on other revenue-generating tasks.*
- *Modular designs offering the flexibility to choose additional features as your needs grow.*
- *Technologies based on open-industry standards, giving you the freedom to integrate them with current and future investments.*

Flexible and scalable, IBM Express Portfolio offerings give you features, functionality and affordability scaled to meet your business needs—now and in the future.

IBM and IBM Business Partners add further value by offering affordable services from installation, deployment and configuration to training and education. And flexible financing options give you the freedom to take advantage of business integration solutions today.

For more information

To learn more about business solutions for the automotive industry, contact your IBM representative or IBM Business Partner, or visit:

ibm.com/software/smb



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Somers, NY 10589
U.S.A.

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