

## Focus on management information pushes Automotions further in pursuit to be an excellent mobility supplier

Automotions is a mobility group which consists out of some twenty companies in the south western part of the Netherlands. Among them are twenty-one official dealers of leading car brands.

- Alfa Romeo
- Chevrolet
- Fiat
- Lancia
- Mercedes-Benz
- Mitsubishi
- Opel
- Peugeot
- Saab
- Volvo

Other Automotions activities:

- Used car companies
- Car leasing companies
- Car repair companies
- Certified service engineers for Smart and Cadillac

This mix of companies gives Automotions the possibility to offer clients a complete mobility package which varies from maintenance to leasing and from rental to purchase of various brands and cars. Automotions shows a steady grow but likes to think local when it comes to client contact. All individual Automotions companies are rooted solid in their specific region and they value long term client relationships. That is the reason, why not that Automotions and its companies focus on quality, reliability and superb service.

### Dynamic business in the automotive trade is only possible with the right IT infrastructure.

“There are a few key issues you need to consider if you want to make a profit in this line of business”, says Ronald van der Vlist, COO of Automotions. “You need scale, financial scope, experience, quality and a high service level, but the most important is an excellent operating IT infrastructure. Within Automotions we have recently dealt with various dealer management systems which were required by a number of the brands we co-operate with. In view of costs and efficiency Automotions prefers a minimum number of different systems. Up to date management information for every individual company or for the group on every required level is something our management and stockholders demand. A dynamic company like Automotions can only stay decisive with compact reports



## Summary

Country	The Netherlands
Line of business	Automotive – car businesses and leasing
Client	Automotions Group

## Automotions profile

Automotions is a mobility group which consists out of some twenty companies in the south western part of the Netherlands. Among them are nine official dealers of several car brands including Chevrolet, Fiat, Alfa Romeo, Lancia, Mercedes-Benz, Mitsubishi, Opel, Peugeot, Saab and Volvo. Furthermore Automotions has a couple of car leasing companies and car repair companies.

## Challenge

Enlarge efficiency within the IT infrastructure of the business and its contractors to provide up to date management data on any given moment.

## Solution

NORRIQ has linked the Microsoft Dynamics NAV based incadea.engine to different brand interfaces of the various companies of Automotions.

## Advantages

- Transparent management on every level and at every moment
- Up to date management information throughout the company makes sure the right decisions are made
- Optimal management of debtors records results in a better flow of liquidity
- Up to date management information available on every level
- Good connection with partner networks (importers etc)
- High level of efficiency thanks to less complex and fewer IT systems
- Medium term cost reductions

on a daily basis. That need was the basic principle to welcome NORRIQ into the Automations Group. There was an instant match thanks to the long experience of NORRIQ in branch expertise. NORRIQ has linked the Microsoft Dynamics NAV based incadea.engine to the different factory systems available in our dealer companies. We have to admit in all fairness that a 100% fit is really hard to achieve because of the growing numbers of importers Automotions deals with.”

## Optimal preparation of system integration.

“The effort we had to make to realize this IT infrastructure was substantial, both in case of working hours and financially”, states Van der Vlist. “But in all fairness, we can be proud of the result. The reports function and are highly valued, both in and outside the company. If you then take into account that seven companies were added to Automotions, but that the number of full-time financial employees is reduced by 50 percent, it’s clear that the organization works. This doesn’t mean the integration of the new IT system was a piece of cake. As a business it’s important to realize that weaving of different systems and/or departments where management reports at your fingertips as final goal, is not easily done and not without risks. It takes a lot of energy. Despite a large number of test procedures our system never went down during the integration. NORRIQ and our IT co-workers deserve a lot of credits for this. Looking back on this project it’s clear Automotions can be satisfied with their decision and the investment.”

“Therefore it’s good to know NORRIQ Netherlands has a great team in which we have confidence now and in the future. It’s the only way in which the growth and development of Automotions can keep up with the IT infrastructure.”

## Information

Please contact NORRIQ Nederland B.V. for further information on this business case.

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