



Nutzfahrzeuge



Monitoring processes and performance

Cubeware drives sales for used commercial vehicles at Volkswagen

VGSG, Volkswagen's used vehicle sales and service company, was founded in 2002 as a 100% subsidiary of the VW brand's commercial vehicle division. Marketing newly used commercial vehicles, providing customer services and enhancing CarePort service concepts round out the company's core business. Its B2B Internet platform VW TurnTable (www.vw-tradeport.de) markets over 20,000 vehicles annually throughout Germany through its own TradePort centers and select Volkswagen dealers serving as cooperation partners.

Five fully-owned commercial units as well as 50 independent dealerships manage direct sales to end customers. Due to growing customer expectations and demands on vehicles, VGSG needs to constantly monitor its business so that it can quickly react to the changing market situation. The management team, therefore, decided to implement a solution so that it could consistently analyze the data contained in all systems integrated with these business processes.

Central reporting

BI solution with SAP data and industry information

The VW subsidiary wanted a flexible solution platform that fits its modern business model. Cubeware stood out during the selection process because it produced almost all of the desired reports and processes after only six weeks. From this prototype, the VGSG project team built an enterprise BI solution that integrates operative data from SAP and different industry-specific systems. Cubeware Importer uses a data warehouse based on Microsoft SQL Servers as the data source and builds the OLAP cubes for analysis. Users in the controlling and sales departments can view KPIs, access reports and even conduct ad hoc analyses through Cubeware Cockpit. In a follow-up project, the system will even integrate budget data.

Consistent data for internal business units and cooperation partners

The BI solution now serves as a central reporting tool that replaced an assortment of individual solutions. Using a high-performance Web connection, internal units and external cooperation partners can access consistent KPIs from a uniform platform. Users can now clearly view developments in their business and measure its success.

Solution

VGSG, Volkswagen's used vehicle sales and service company, implemented a financial control and sales reporting system to help steer its local dealerships and business units. The Cubeware system, which integrates data from both SAP and specialized industry solutions, gives the company a clear overview on business processes and performance.

Services

- Coaching
- Concept design
- Implementation
- Training

Technologie

- Various source systems: SAP R/3, dealer management system (CROSS), Internet sales and process portal (VW TurnTable), fleet administration system
- Microsoft SQL Server
- Cubeware Importer
- Cubeware Cockpit

