OpenLegacy
Digital to the Core

Leading car importer accelerates speed and volume of sales

OpenLegacy syncs IBM System i (AS/400) data between sales floor and sales manager for on-the-spot approvals

| Automotive | IBM System i (AS/400) | CRM | ERP | Mobile App |

This company is the third largest car importer in its country of operation, representing brands such as Volkswagen, Audi, Fiat, and Porsche. It sells and services vehicles through a network of hundreds of service centers, with thousands of employees throughout the country. Investment in technology is a strategic pillar of the company.

The Challenge

The company invests heavily in CRM and ERP platforms for managing its customers throughout the customer's lifecycle: from marketing through sales to post-sale service, including insurance and financing options.

Most of the company's ERP and CRM platforms reside on an IBM System i, including all of its core business applications, and some home-grown applications. In the last two years, the company started to modernize some of its applications.

A key component of the sales process of a new car is the discussion of price and financing that takes place on the sales floor between a sales representative and a prospective customer. Often times, sales representatives need their manager's approval to offer a discount or special financing. In such cases, the representative used an IBM System i application to create the request, and the sales manager would review and approve (or modify) the request. The sales representative saw the approval the next time they accessed the application.

In many cases, the process from request to approval was slow: if the manager was not at his or her desk, the request would not be seen or approved for hours (or even days). In the meantime, the customer would leave the dealership, sometimes taking their business elsewhere.

The company wanted to make the request review and approval instantaneous, in order to speed up the sales process and increase sales—but how?

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> *Our market is highly competitive and we have to keep up. Having our IBM System i applications available for mobile users is key to being a market leader, and with OpenLegacy we can do it quickly and cost-effectively.*
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> **CIO, Auto Importer**

The Solution

The company used OpenLegacy's platform to develop a new mobile application exposing the IBM System i process of reviewing and approving a sales request. Using the new application on their mobile phones, managers now receive a notification of a pending request. Managers access the application, view the request details, and approve it—all through their phones.

The sales representative on the sales floor receives an immediate notification that the request was approved, usually while the customer is still there. The representative then proceeds with the sales process, and many times closes the sale immediately—compared to the 24-hour delay the old process entailed.

The Result

Faster sales process and increased conversion

Thanks to the new mobile application, sales requests for discounts and financing are now approved in matter of minutes, not hours or days. This results in a faster sales cycle and higher conversion—increasing vehicle sales volume and revenue.

From IBM System i to smartphones in days

The new app was developed in a few days thanks to OpenLegacy's fast and intuitive platform. By unlocking its assets and making them available in the mobile world, the company remains competitive in the market.

About OpenLegacy

OpenLegacy's Digital-Driven Integration enables organizations with legacy systems to release new digital services faster and easier than ever before. Connecting directly to even the most complex core systems, OpenLegacy automatically generates the digital-ready components needed to integrate legacy assets into exciting new innovations. With OpenLegacy, industry-leading companies release new apps, features, and updates while spending a fraction of the time and resources, so they quickly and easily become digital to the core.