

SAP Customer Success Story

“The financial accounting and controlling implementation, along with the consolidation, has saved us €40,000 in tax advice.”

Torsten Meyer, Managing Director, Autohaus Bünde GmbH



AT A GLANCE

Company Name

Autohaus Bünde GmbH
Germany
www.autohaus-buende.de

Industry

Automotive: sales and service

Key Challenges

- Implement an ERP-based dealer management system
- Map all locations in one system
- Reduce personnel costs
- Capture management information in real time

Implementation Partner

CARDIS Car Dealer Information Systems GmbH & Co. KG

Solution and Services

mySAP™ All-in-One solution
DCS Quantum

Existing Environment

VAUDIS

Implementation Highlights

- Excellent support during the implementation, resulting in high level of employee buy-in
- On-schedule implementation

Key Benefits

- End-to-end processes – from the repair shop to accounting and controlling – in one system
- Full use of new business opportunities thanks to a solution that can handle multiple brands
- Calculation of contribution margin per customer and order
- Reduction in dunning frequency by 50 %

Hardware

Siemens H400 server

Operating System

Microsoft Windows 2000,
with Oracle database

AUTOHAUS BÜNDE GmbH

mySAP™ All-in-One SOLUTION DCS QUANTUM HELPS CAR DEALERS SEIZE NEW BUSINESS OPPORTUNITIES IN THE LIBERALIZED AUTOMOTIVE MARKET

IN THE FAST LANE WITH NEW LEGISLATION

The Autohaus Bünde Group, along with Autohaus Löhne, is a powerful partner for drivers in eastern Westphalia, Germany. Operating in three locations, this family business has a wide offering of new vehicles from Audi and Volkswagen, used vehicles of various brands, rental cars, and service. Formed in 1999 following a merger, the company now employs 120 people. Last year, it posted revenues of €32 million. Despite legislative changes such as the group exemption regulation, the company intends to not only maintain but increase revenue. This new vehicle sales legislation puts car dealers in the fast lane. Not only do the changes remove the ties to one brand, they also foster multibrand sales, enabling dealers to broaden their business base.

HANDLING MULTIPLE BRANDS

Autohaus Bünde did not want to stand still and let the new business opportunities pass it by. To benefit from the freer marketplace, it needed to replace the VAUDIS solution it had used until then – which was geared specifically to Volkswagen and Audi sales – with powerful enterprise resource planning (ERP) software. VAUDIS could not handle multiple brands and did not offer consolidated accounting for the group's different company codes and charts of accounts.

GETTING UP TO SPEED WITH SAP

When it came to choosing a new dealer management system, Torsten Meyer, the group's managing director, knew what he wanted: "I turned to the global market leader, SAP, because of the investment security. No other vendors came into question." He names the scalability of SAP® solutions as another key factor. In the car dealer industry, the trend is definitely moving toward larger operations and groups. Meyer, therefore, did not consider products from software vendors that could not handle more than 400 work centers. Autohaus Bünde needs industry-specific functions such as vehicle handling, spare-parts management, and repair-shop processes as well as standardized interfaces to Audi and Volkswagen systems.

In 2002, the company chose the mySAP™ All-in-One solution DCS Quantum from CARDIS Car Dealer Information Systems GmbH & Co. KG. This standard software is based on proven standard SAP technologies and is tailored to the specific requirements of car dealers. "The functions of DCS Quantum ensure high levels of security and reliability, and provide support for common industry standards," says Meyer. "Thanks to the great personal support from the CARDIS SAP project team, the implementation ran smoothly and on schedule. The specialist knowledge of the consultants deserves particular mention."

The implementation of financial accounting and controlling capabilities, plus the comfortable user interfaces, helped considerably to raise employee buy-in. Numerous automated processes were another benefit. For example, the value-added tax check, which previously took up to half a day each month, is no longer necessary.

"I turned to the global market leader, SAP, because of the investment security. No other vendors came into question."

Torsten Meyer, Managing Director, Autohaus Bünde GmbH

Coordinating stock levels of used vehicles is now automatic, replacing the manual process in the VAUDIS software. The handling of spare-parts invoices has also been simplified by the new software. Incoming goods are now verified and corrected in the system upon receipt, eliminating manual entry in accounting. Invoices and payments are now processed in seconds, resulting in up-to-date, accurate accounting.

CALCULATING CONTRIBUTION MARGINS AT THE TOUCH OF A BUTTON

In addition to financial accounting, the system efficiently supports all of the car dealer's processes in controlling, spare-parts sales, service and auto repairs, sales, and human resources. This is due mainly to the integrated business processes and the power of the SAP software.

Sales is just one area of the company that has benefited. Faced with increasing price pressure, the Autohaus Bünde Group must have a complete overview of the special prices, discounts, and other extras it can offer – to cope with the pressure and still make a profit. “In the past, I could only guess at these figures. Now, thanks to DCS Quantum, I have them in front of me,” says Meyer. This transparency extends to all locations in the Autohaus Bünde Group. Consolidation means the current status of the line items in all documents is available throughout the company. Furthermore, DCS Quantum enables the precise calculation of contribution margins for each customer and order, which is required for audits.

HEADING INTO THE FUTURE

The Autohaus Bünde Group has experienced enthusiastic feedback from employees and positive bottom-line results since it started to use the DCS Quantum solution. And it is eager to capitalize on its recent experience. It wants to integrate new technologies, such as computer-telephony integration (CTI), and additional software from SAP to support resource planning and customer relationship management.

www.sap.com/contactsap

THE BEST-RUN BUSINESSES RUN SAP™



50 072 186 (05/01)

© 2005 by SAP AG. All rights reserved. SAP, R/3, mySAP, mySAP.com, xApps, xApp, and other SAP products and services mentioned here-in as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and in several other countries all over the world. All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary. Printed on environmentally friendly paper.

These materials are subject to change without notice. These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.