



At A Glance:

❖ Company:

- An Upscale Luxury Automobile Manufacturing Subsidiary

❖ Business Challenges:

- Inefficient Processes
- Fulfillment Lags
- No Straight Through Processing

❖ Results with TACT:

- Model Project
- Competitive Advantage
- Delivered on Time, on Budget

"The success of our partnership with TACT on this effort continues to serve as a model for projects at our company today."

Overseas Online Ordering Project Strategic Sourcing Success Story (2003/2004)

BUSINESS CHALLENGE:

This upscale, luxury automobile manufacturer is the largest in its market. In 2004, sales in the United States and in the North American region far outweighed their competitors. Being in such a critical marketplace, the company is always particularly interested in creating competitive advantages that will help them to maintain and increase their foothold with the American consumer.

Providing an elite consumer product, it is crucial in their business model that orders be filled as rapidly as possible. In 2002, a determination was made that efficiencies to the fulfillment process could be gained if the ordering process could be streamlined. This project was initiated in order to give dealerships the ability to order vehicles directly from the manufacturing facilities in Europe and to give them more visibility into and control over the fulfillment process.



TACT SOLUTION:

Having built a long term partnership with this major auto manufacturer, TACT was able to work with the North American sales technology team to devise a flexible staffing plan. TACT's Strategic Sourcing offering enabled both the maximization of existing consultants, as well as a mechanism for increasing and decreasing staff on demand.

Centered around two key TACT consultants already working with the sales technology team and familiar with their environment as well as this project effort, TACT was able to rapidly recruit and deploy a multifaceted team of consulting resources.

- TACT worked with the international PMO to provide a Project Manager and Business Analysts.
- TACT worked closely with Business Users to provide Quality Assurance Testers and Documentation Specialists.
- Partnering with the technology group, TACT assembled a top flight development team including Architects, Programmer / Analysts and a Database specialist.

Since TACT was involved early in the process, all consultants who joined the team were given an in-depth introduction to the project prior to starting, were supported by TACT's back-office Delivery Group, and were able to ramp up with almost no lead time. In addition, as the project progressed and the need for staffing increased and decreased over the course of nearly two years, the TACT Strategic Sourcing plan enabled rapid response and cost containment without sacrificing quality.

SOLUTION OBJECTIVE:

This client utilized TACT's Strategic Sourcing services in order to take advantage of TACT's premier technical consultants while keeping tight internal control over this critical, international development effort. TACT's Strategic Sourcing enabled them to maximize:

- **Quality:** Because of TACT's client knowledge and sourcing process, they were assured of receiving the best possible resources.
- **Duration:** Because of TACT's Delivery Group support and flexible staffing model, ramp up times were minimized and capacity was managed on demand.
- **Cost:** Because of TACT's holistic approach and flexible staffing model, costs were easier to forecast and control over the life of the project.

PROJECT SCOPE:

The project was the first ever international development effort led by a team in the U.S. The project scope included:

- The modification of back-end systems in their European headquarters to accommodate straight through processing.
- The development of a new order management and fulfillment process to be implemented on the business side in the U.S.
- The development of front-end application, reflecting and enabling with new North American ordering and fulfillment process.
- The development of a middleware communications service to enable efficient and effective transactions between systems in the U.S. and Europe.
- The integration of the new ordering system with their dealer communication system.
- The modification of North America specific systems to accommodate straight through processing, while still capturing U.S.-only business rules.

TACT's role in this comprehensive effort was one of full lifecycle support.

- TACT assisted in technology and project planning both in the U.S. and on-site at the European headquarters.
- TACT provided support for test planning and execution, including User Acceptance Testing and documentation.
- TACT provided project management and technical leadership in every stage of the project.
- TACT resources were responsible for development, integration and deployment of the application.
- TACT continues to maintain this critical application in production today.

RESULTS ACHIEVED:

This effort was a complete success. The application was rolled out into production on time and on budget. The maximum time from vehicle order placement to order fulfillment was reduced by almost a full week. Plus, the modular design of the system has enabled them to continue leveraging it for even further competitive advantage.

The success of their partnership with TACT through this effort continues to serve as a model for projects today. Already familiar with their standards, practices, applications and environment, many of the key consultants have gone on to provide additional value to the client in the sales technology area, as well as in other areas in the enterprise.

About TACT

TACT has built a reputation for cutting-edge IT solutions that is exemplified by its impressive Fortune 1000 customer base. TACT focuses on a business-oriented, value-added approach to its end-to-end IT Services and Business Process Outsourcing solutions. For over 20 years, TACT has enabled significant ROI gains in Business Intelligence, Custom Application Development, Strategic Sourcing, Technology Optimization, System Support and Maintenance, Business Process Outsourcing, and Call Center Services.