

Case Study: Major Auto Manufacturer

QLIK CONSULTING OPTIMIZES UTILIZATION OF MONEY-SAVING APPLICATIONS



Business Challenge

SERVICE

Implementation

Training
Managed Services
Support
Hosting

TECHNOLOGY

Qlik

Esri
Geo-Discover
Geo-Health
Geo-Educate

INDUSTRY

Consumer Products

Energy & Utilities
Financials
Healthcare
Industrials
Information Technology
Materials

Headquartered in Michigan, this major automotive manufacturer has 2,500 dealerships in the U.S. The company sells automobiles, light trucks, and vans to consumers across six continents.

The company struggled for years with platforms that could make quick changes to reports but failed to increase necessary storage space for new items. More flexibility for development and enhancement was needed. Qlik became the solution. Now the company was properly equipped with the ability to bring multiple pieces of data together from unrelated data sources.

However, a potential user base of more than 80,000 users across the globe proved challenging for the server infrastructure. This was preventing the implementation of applications that could potentially save the company millions. A consultant was needed to design an environment that could withstand exponential growth and an idle period between servers to ensure optimal uptime.



Solution

The company turned to US-GeoMarket to find the point of failure regularly occurring during a data load. A consultant implemented new hardware, allowing storage expansion and failover in case of server issues.

After US-GeoMarket stabilized the environment, the infrastructure began performing well for users worldwide, allowing the consultant to focus on an enterprise-wide deployment of a next generation of BI through Qlik Sense.

Results

With their data load problems solved, the company was able to increase their volume of applications from 10 to 50 being loaded and published daily.

These applications have saved the company millions in productivity dollars as well as savings in supply chain management and vehicle ordering. For example, one particular application allows the company to figure the exact cost required to produce each vehicle. The users are able to look up a vehicle's VIN number and see every part that was added to the vehicle. They can then trace each part back to a specific supplier and see every individual cost along the way. To date, no auto manufacturer in the world has had the ability to calculate the exact cost from supplier to the assembly plant.

Another application has allowed the company to save millions in their ordering process. The application identifies various characteristics of each vehicle, including make, model, and trim class. Each of the 2,500 U.S. dealerships are able to analyze how long a specific vehicle sits on the lot and identify which region sells more of each type of vehicle down to the trim and even paint color. The dealerships can now better understand what sells in their market and what gives them a larger return in a shorter amount of time.

These are only two examples of the manufacturer saving time and money through Qlik solutions. The company is extremely satisfied with the solutions provided by US-GeoMarket — they are in their fourth year of what started as a one-year contract. Finding immense value in the consulting services, the company expects to hold a long-term renewing contract with the consultant. Both consultant and manufacturer are very happy to collaborate on a daily basis, working together to expand reach and help every employee meet data-driven goals worldwide.

Consulting with US-GeoMarket led to the creation of a stable environment, giving the company access to cost-effective applications. Productivity has increased and the order process has been streamlined — leading to millions of dollars in savings.