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Niederlassung München



Case Study – Axle Studio GmbH (Germany)

IN SHORT:

Company

-BMW Niederlassung - Munich – Germany **Division** - Automobile Sales

Challenge

- To ensure timely and efficient preparation of vehicle sales volume and revenue data
- Analysis of buyer discount behavior
- Connection of live data

Solution

- Sales system control using Axle Studio

System Environment

- SAP R3 - ORACLE 8 - ACCESS

Axle Studio Benefits

- Preparation of all relevant data in real time
- Fast implementation of analysis, reports, & dashboards created using Axle Studio
- Automated distribution of documents to cost effectively reduce manual entries



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Axle Studio simplifies the sales system for Germany's largest automobile dealership

“ An essential part of our sales/business plan requires regular, supervised oversight of sales specific data and vehicle inventory” - Andreas Millik – CFO

BMW Niederlassung, Munich - Is the worlds largest corporately controlled BMW dealership. With 1,300 employees and an annual turnover of 25,000 BMW and Mini vehicles, this dealership is quite simply the benchmark of distribution efficiency and sales in the industry.



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Axle Studio provides the clear facts

Different data sources and complex exports from Microsoft Excel resulted in unsatisfactory deployment of data into required reports. Therefore, much time was spent simply on sales administration.

Relatively little time remained for actual dynamic control of the business as a whole. New evaluation forms, reports and particular data analysis had to be converted manually with cooperation from the IT department. A very slow and costly task. With a focus on new development and controls within the inventory system, it was deemed undesirable to implement a long and costly BI deployment. A system was sought after that could provide an advantageous and flexible solution in order to meet the growing requirement of data delivery.

At the same time, a reduction was required in the administrative expenditure for refreshing and distributing of analysis and reports. This was mandated to create resources in IT to accommodate other valuable tasks. A decision was made to deploy Axle Studio due to its extensive analysis capabilities across the entire database structure. In addition, Axle Studio represents fast and simple (cost effective) implementation resulting in all staff members receiving the required information and reports.



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Axle Studio – Simple and Fast

By realizing the user friendliness, full functionality, and database connection ability of Axle Studio, the first analysis and reports were produced and delivered within hours. In a project scope of only one week, all previous results/analysis reports were switched over to Axle Studio. Since data is extracted in real time with permanently available reports, there is no longer a need for manual, monthly data processing.

“Due to the favorable price and rapid deployment alone, ROI has been recognized in a few short months”

“ With Axle Studio, we have already encountered many previously unknown possibilities in the analysis of our data. The positive experience from the sales management project has persuaded us to also implement Axle Studio for financial analysis” – Andreas Millik - CFO