

TATA Motors



A little about TATA Motors.

TATA Motors is India's foremost, and the only fully integrated automobile manufacturer. Established in 1945 as TATA Engineering & Locomotive Company (TELCO), to manufacture locomotives and other engineering products, the company is today among the world's top 10 producers of commercial vehicles. TATA Motors was also previously known as TATA Engineering. It is today one of the biggest and most prominent companies in the TATA group, with an annual revenue of \$1.8 billion in 2001-02. Today TATA motors' vehicles run in more than 70 countries.

The company's growing pains.

TATA Motors use a manual dealer management system, where every dealer managed details. With legacy-based systems, the environment produced inconsistent data, making interpretations difficult and resulting in inefficient planning for capacity and spare parts.

The basic challenge was to provide a Dealer Management System (DMS) solution.

All in all, TATA Motors required a standardized solution that would provide them with:

- Increase in sales and profitability by easy management.
- Improved accuracy of dealer-captured information.
- Collaboration between vehicle manufacturers and dealers.
- A strong feedback mechanism and interface for communicating with customers.

The IBM solution.

TATA Motors chose IBM as its partner to provide an infrastructure solution. IBM created a Siebel solution to provide a DMS solution for TATA Motors and then provided a reliable and scalable IT infrastructure for developing and deploying its DMS application.

The result - Motoring is child's play.

The IBM solution has simplified the IT infrastructure for TATA Motors. The benefits include - low total cost of ownership, a more comprehensive view of customers, enhanced customer experiences and improved loyalty. With reengineered business process, the company can also analyze customer interactions and other information more accurately, improve capacity planning and increase profitability.

The new infrastructure from IBM also gives the company a foundation to accommodate rapid future growth and ever-changing demands from the market place.