

Leading German Agricultural Equipment Manufacturer adopts Quest DMS



Quest Informatics

A leading German agricultural equipment manufacturer with plants in North India and national foot prints wanted to drive efficiencies by connecting their distribution chain. With 45 distributors spread across India, Client wanted to ensure a seamless dealer management system supporting sales, parts and service. While globally they used SAP, regional management was keen on using industry friendly low customization DMS. They wanted a DMS that had simple, yet comprehensive features ensuring deep dealer adoption and reports to enable data driven decision making.

Considering the extensive aftermarket knowledge and best-practices insights which Quest Informatics team enjoyed, the management selected Quest Informatics to develop the DMS for them. Quest Informatics' team had interaction with corporate parts & service team and couple of dealers to understand specific nuances of the agricultural market needs. Based on their deep aftermarket domain, Quest Informatics proposed a web based dealer management software to its dealers with high retail business visibility at HO level.

Quest Informatics proposed an incremental roll out instead of Big bang implementation. The advantage was early users amongst the dealer community can help do further customization if required so that final user adoption is high and extensive. Quest Informatics charted a stakeholder wise implementation plan involving corporate team, dealers and Quest Informatics team. Beta roll outs were done at few geographically dispersed dealers so that market variations such as demand variations, product-mix variations and skills variations were covered. Beta covered dealers in cities or closer to cities and in remote areas too.



Quest Informatics pursued DMS roll out not just as an IT project, but as a transformation project. An as-is analysis was done at each dealer location to understand product & sales history, IT infrastructure, people and their capabilities and growth plans of the dealers. Quest Informatics's team spent considerable time interacting with the dealers and their management to understand what financial and other information they required to effectively manage their operations and support the growth of the OEM.

As-is analysis revealed that each dealer pursued their own process, many were manually driven with its associated errors and omissions. Average revenue contribution from service was just about 20%, while parts contributed to 80% of revenues. Quest Informatics' team, based on the discussions with management team and dealer community developed,

common good practices based on aftermarket Standard Operating procedures (SOP) of similar industries. The objective was to eliminate variation across dealer practices, ensure high data integrity and effective control of inventory and services.

Armed with tightly bound process and supporting features, Quest Informatics proposed an appropriate DMS solution with following unique advantages :

- Solution based on Best-of-the breed SOP implementation across 45+ dealers and its branches and warehouses
- High visibility on retail sales and service history at all levels of the demand chain
- Greater control of dealer inventory and parts planning



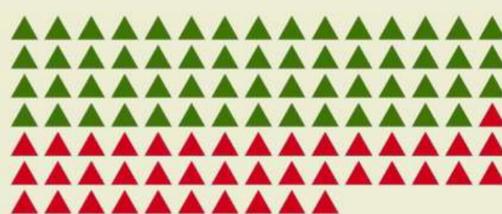
Quest Informatics developed the DMS with the required features and beta implementations were rolled out in a month across all the selected dealers. Results from beta roll out were ecstatic. Dealer adoptions at all these sites were extensive, dealer staff found the features easy to use and work with us. Dealers were thrilled with the amount of insights they could get from the application right from service to sales. OEM management was happy with the beta roll outs and proactively pushed for all India roll out.

Quest Informatics created multiple teams to roll out the DMS across the length and breadth of the country. Quest Informatics' team implemented fully functional completely business aligned DMS across all dealer locations in flat 6 months. Quest team completed the daunting task even when it had challenges of porting legacy data, lack of inventory process like bin location, inventory levels, etc. There were infrastructure and connectivity issues at remote dealer locations. Getting master data from legacy system was a challenge at dealer locations where records were manual.

During DMS roll out at each dealer location, the staff was trained by Quest Informatics' team, sometime in local dialects to ensure effective communication. Quest Informatics' team handheld dealer's team in creation of multiple records and reports so that they were confident and fully capable of using the DMS application. For the complete period of implantation, a centralized help desk to handhold and support any service calls was set up. Help desk support was available in English and regional languages.

Senior management of the German subsidiary was extremely happy with the quality of the application and the breezy time of implementation. They commended Quest Informatics' team for completing the full roll out in just 6 months while the average industry experience was about 18 months.

DMS implementation brought in many benefits



- * Application providing a complete visibility across the chain, right from dealers to HQ.
- * Dealer business operational efficiencies and revenue impact
- * Faster billing compared to client server billing/one of the accounting software.
- * Easy access to inventory when customer is at the counter.
- * Tracking reorders and placing orders made easy.
- * System driven checks on claims
- * Tracking OEM intimation status is easy now with automated process for sending information's.
- * High visibility into the service (details of service done for claims, retail customer information, etc)
- * Client can also track parts sales of each dealer.
- * Periodic analytical reports on sales performance and services.
- * Implementing common rule across dealership is easier now.
- * Control on dealers to follow basic legal formalities. Interface with Legacy systems.

[Contact Us](#)

Quest Informatics

#960, II Main, IV Block, Rajajinagar, Bengaluru-10, Karnataka, India.

M : +91 98450 59428 / 080 - 22306670

E : sales@questinformatics.com W : www.questinformatics.com