



Winner Imports Ukraine runs long-term complex project to support their Strategy

Winner Imports – is one of the leading companies of the auto market, having powerful dealer network all over the country and excellent reputation of such brands as Ford, Jaguar, Land Rover, Volvo and Porsche.

Pains

- Old ERP system didn't allow to develop new business areas
- Time to open new business areas
- Automate Sales planning and accounting

Industry

Distribution, Automotive

Country or Region

Ukraine

Number of Users

330 employees and dealers

Connect with Winner Imports

<http://winner.ua/en/>

"In order to determine a partner for implementation of this project Winner had a tender procedure. ONTARGIT proved to be the most professional and efficient. Company's and project team's previous experience in automobile distribution played a significant role in our positive decision."

Oleksiy Yashchenko, Operational Director
Winner Imports

Following the Winner's Imports Mission Statement, to be the leading automotive importer in Ukraine, Customer are measured it in terms of customers experience, superior services, effective manufacturer relations, market share and profitability, To be succeed at these areas was made decision to secure it the proper tool – ERP system. Microsoft Dynamics AX has been chosen as more reliable, flexible and scalable system.

To support Strategy, Winner Imports implemented long-term complex project to build company management system based on ERP system Microsoft Dynamics AX. This project covered creation of centralized integrated system for vehicle and spare parts sale, as well as aftersales service.

Solution covers:

- Logistical and financial processes;
- Sales operations and planning;
- Cost accounting;
- Warranty processes;
- Operational and analytical reports.

Serious attention was paid at ensuring opportunities for dealers. They are able to place their orders for vehicles and spare parts on importer's web-site, track inventory of models and spare parts on other dealer's warehouses, place warranty claims, track status of all orders and requests, use analytics, etc.

Implementation's attainments

- All business are managed in the single information system, include dealers' processes;
- Customers' information from every dealers are accessed to be used for sales and co-sales purposes;
- Ability to provide personal approach for customers and their cars;
- Significantly increased the quality of warranty services planning and execution.

Winner Imports Technology Environment

ERP system

Microsoft
Dynamics AX 2009

Deployment strategy

On premise

