

Land Rover Jumpstarts its Business with Cognos and Cap Gemini Ernst & Young



"THE MANAGEMENT INFORMATION SYSTEM PROVIDES PRECISELY THE TRANSPARENCY WE NEED TO MANAGE OUR BUSINESS."

Matthias Meddler, After Sales Manager
Land Rover Deutschland GmbH.

Land Rover is a leading 4x4 vehicle manufacturer and its story is marked by innovation and off-road design excellence, from the original Land Rover launched in 1948 to the latest award-winning Range Rover. The current Land Rover model range encompasses the Defender, Discovery, Freelander and Range Rover. Each is a distinctive yet practical vehicle ideally suited to the needs of its customers.



CHALLENGES FACED

- Connect new information systems to existing central system in England
- More operational transparency
- Flexible and cost-efficient solution required

Land Rover Deutschland became a member of Ford's Premier Automotive Group – joining such distinguished brands as Volvo and Jaguar – in 2000. The company, which was previously owned by BMW, generates an annual turnover of about € 350 million. Following the sale to Ford, Land Rover's entire IT infrastructure had to be rebuilt. According to Ralf Biermann, Land Rover's EDP Manager and Matthias Meddler, After Sales Manager, the special challenge was to connect the new information systems with the existing central systems in England, such as vehicle and parts ordering and guarantee programs.

"We were faced with the challenge of having to create an IT environment which would provide indexes, in particular in

key Sales and After Sales departments, showing the daily status," explains Ralf. "To manage our company in an efficient manner, we simply needed more transparency so we can gauge whether we are on the right track."

In conjunction with Cap Gemini Ernst & Young (CGEY), Land Rover made the decision to use Cognos business intelligence (BI) to report off the data warehouse because of the flexibility and cost-efficiency of Cognos products.

BENEFITS REALIZED

- Rapid time to deployment
- Faster reporting and analysis
- Ability to monitor and analyze key metrics

The data warehouse project was launched in 2001 and within eight weeks, a BI application had been created for vehicle sales. "Now Land Rover's management team can access the data when they need it, and compile the information the way they need it. This has removed many bottlenecks," explains Rolf Sweekhorst, CGEY's Project Manager.

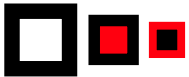
Embedded targets for individual dealers, such as total volume, product groups and vehicle groups, are part of the overall project. Using Cognos, field service staff can immediately see the results for their entire region. In turn, management can analyze whether individual dealers are on

target. Cognos has become a key part of the After Sales department. If results deviate from projected targets, users can quickly drill down to the underlying information to understand why.

The success of the vehicle sales project has led to additional uses of Cognos in other areas of the company including spare parts, guarantee, finance and marketing.

“Differences, which were previously undetected, are now recognized, balanced and cleared up rapidly,” says Matthias. “We can carry out targeted ad hoc analyses when we need to, and have up-to-date reports available at all levels via the Web.”

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