CASE STUDY

Automotive Importer Delivers Information Faster for Less

A Volkswagen Group automobile importer implemented VPS/PDF to eliminate the cost and delay in producing nearly a quarter million pages of pricing updates for their network of automotive dealers. They found the solution was very effective to use for a variety of other reports as well.

ORGANIZATION

Skandinavisk Motor Co. A/S (Scandinavian Motor Company, or SMC), located in Copenhagen, Denmark, is the general car importer for Volkswagen, Audi, Porsche, Skoda, and Seat vehicles. SMC distributes cars to nearly 150 dealers around Denmark, who sell more than 25,000 vehicles a year. Semler IT provides the technical support services for SMC as well as their parent company, Semler Holding A/S and a collection of their own car dealerships (SMC-Biler A/S).

NEED FOR TIMELY, LOWER COST INFORMATION UPDATES

With the automotive industry under constant pressure for profitability, dealers need to know about even the slightest cost fluctuations as quickly as possible. Semler IT always wants to distribute critical information faster and in the least costly manner. "We are an IBM mainframe-based operation with an IT department of 63 people who maintain, control, and develop the information solutions we provide to our dealers," explains Flemming Bramsen, Semler IT System Programmer. Traditionally, Semler IT generated and printed most of their dealer information from a central data center, and then paid to deliver it to nearly 150 dealers.

In Denmark, foreign car importers must be constantly aware of national economic adjustments such as taxation and other varying costs applicable to their cars. SMC regularly receives information from the Danish authorities concerning authorization, notification, taxation, etc. Working with Semler IT, SMC keeps their large network of dealerships informed about pricing updates and other changes. They also provide information from a web site they operate on behalf of

their parts and accessories distributors. As an importer, Bramsen notes, "Our companies share large amounts of information including pricing, Enterprise Resource Planning, orders, and invoicing."

SMC must regularly recalculate actual car prices based on changing Danish taxes, charges, deductions, and so on. These changes vary from model to model and brand to brand. Thus, SMC reissues pricing lists at least once per month. SMC was printing and mailing nearly a quarter million pages annually just pertaining to car model pricing updates. The overall process usually took five days from print to delivery and was quite costly. SMC and Semler IT were looking for a way to inform their numerous dealers more quickly while improving their dealer Profit-and-Loss ratios.

DELIVERING AFP DOCUMENTS FASTER WITHOUT PRINTING

Semler IT was pleased to find that they could protect their investment in AFP documents and eliminate printing and delivery altogether. They leveraged their existing VPS® and DRS solution with the capability to capture report manager output on the mainframe, create PDF files for their dealers, and email those files to their dealers. "Without printing and physical delivery, the solution is much faster and significantly less costly," adds Bramsen.

SEMLER : IT

Semler IT technical staff found it quite easy to set up VPS/PDF to create PDF files using their AFP documents and dealer email information. They use VPS/Email to send the individual PDF files out to the individual dealers. They were able to process their AFP resources using the LRS/MODCA utility without need for ACIF. They could immediately provide the dealers with the updates affecting their brands and models. Dealers can choose to print the updates or use Adobe Viewer with features such as search while viewing them online.

Semler IT saves significant expense using VPS/PDF, but the solution is also proving useful for distributing numerous other documents to their distributors as well as to IBM. One example involves a tire distributor that works with SMC. Semler IT operates an online ordering system for the tire distributors' customers.

Previously, the distributor called for reports three times daily. The distributor requested the report via a dial up link. This method proved unreliable and required extra work for the system programmers. Semler IT now uses VPS/PDF to produce a PDF file containing the report information for the distributor and there are no more problems.

Semler IT now uses VPS/PDF to cost-effectively produce and distribute a number of their internal reports. They also use VPS/PDF to provide IBM with their purchasing and tape management reports.

LRS® SOLUTION

Skandinavisk Motor Co. A/S (Scandinavian Motor Company) benefits from the use of VPS/PDF and VPS/Email by eliminating additional printing and mailing expense when producing nearly a quarter million pages of pricing updates and other information. Semler IT streamlined the distribution including various internal and external reports and information. Together, they have improved both their service level and the Profit-and-Loss ratio for nearly 150 dealers in their network.

VPS/PDF CREATES A PDF FILE WITH RICHER CAPABILITIES:

Outline Fonts	Adobe PDF Compression	Annotations
128-bit Encryption (protects file across open networks)	**Controls** to restrict or allow copying, editing, and printing	**Password Protection** (for opening or controlling)
PDF Linearization (view PDF document one-page-at-a-time over the Web)	**PDF Splitting** (very useful for "cutting up" thousand-page AFP reports into small PDF files)	**Page Orientation** controls, LRS/MODCA (process AFP without ACIF), AFP resource caching, and more

VPS/PDF is easy to set up and produces more useful, feature-rich PDF files versus other AFP-to-PDF conversion tools.

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— Flemming Bramsen, Semler IT System Programmer

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