

# ANNATA 365 IMPORT & WHOLESALE CUSTOMER STORY HYUNDAI

Import Management Solution for  
Microsoft Dynamics 365 for Operation



ANNATA 365  
FOR DYNAMICS



## CUSTOMER PROFILE

The Hyundai Motor Corporation started making vehicles in 1967 and is now the largest manufacturer of vehicles in South Korea. SC Motors Sweden AB is a company owned by the Sumitomo Group, Japan and runs the import and distribution network for Hyundai and Mitsubishi in Sweden.

Hyundai Bilar AB (Hyundai Sweden) is the importer for the full line of Hyundai vehicles in the Swedish market. Hyundai was introduced to the Swedish market in 1991. Hyundai runs a dealer network of around 80 independent dealers (monobrand and multibrand) and 100+ independent workshops.

## SITUATION

In 2004, Hyundai Sweden launched a project to select and implement a new ERP system, to completely replace its old legacy systems. The old system map consisted of non-integrated solutions, resulting in reconciliation issues and error tracking between systems. It was only supported by a small local partner. The system was deemed insufficient to support future growth and was considered a risk (what would happen if the small local partner stopped supporting the solution?).

## SOLUTION

Hyundai Sweden undertook a very serious selection project, where the selection criteria included:

### **Secure, large-scale, standard, integrated solution**

The ERP system should be widely used and widely acknowledged.

### **Industry specific functionality**

The ERP system should already have support for Automotive business (they didn't want to re-invent the wheel!).

### **Partner experience**

Implementation partner should understand the business previous experience within the Automotive industry was important.

### **Future proof**

The ERP system should have capacity for growth, be it in markets, geography, organization, products or size. Hyundai Sweden evaluated over 100 ERP solutions. A Request for Information (RFI), asking for Automotive functionality and experience, reduced the number to a short list of 5 globally respected ERP solutions (you know them all!). Microsoft Dynamics AX with Annata Dynamics came out as the clear winner.

## // THE FRANCHISE FANCIED IT

By implementing Annata Dynamics IMS to support our customer centric business processes, Hyundai in Sweden is ranked, by Swedish Auto dealers, as one of the best for outstanding web support, outranking all other brands importers on the Swedish market. This sends a strong message to us and our customer community, saying that all of us are reaping benefit from our focused investment in the right technology, the right partnerships and the right solutions. Annata Dynamics IMS has proven its point, the votes are in."

Thomas Joelsson, CIO, Hyundai Bilar AB, Sweden.



## IMPLEMENTATION

### They phased it

Hyundai Sweden went for a phased project, leading to three major go-lives, where the Finance department was first to use the new system. The car department followed shortly thereafter and finally, the Service market department (spare parts, accessories etc.).

### Users bought it

The users had been involved since the early selection part of the project, and in designing the go-live solution. They received proper training and post go-live support. The novelty of an integrated-environment did take them out of their comfort zone in the beginning, but adapting was easy when they realized that work in the new system was both more effective and more fun.

### Leaner processes

Hyundai Sweden had a clear picture of what they wanted to achieve in terms of business process improvement. They had documented their as-is and to-be processes. The following list shows some of the processes where benefits have been realized:

- Vehicle forecast and purchase processes
- Vehicle import process
- Vehicle sales process
- Spare parts warehouse stock optimization process
- Spare parts purchase process
- Spare parts sales process
- Accessories purchase and sales processes
- Credit limit control
- Financial period close and reconciliation processes

## BENEFITS

Since the availability of business data, direct from the system, -became so much better, the old set of required reports became obsolete. Today, users cater for their own information needs to a much larger extent than before.

For reporting, Hyundai Sweden uses many of the standard reports that come with Microsoft Dynamics AX with Annata Dynamics IMS. These provide extensive drill-down capabilities and the ability to change core reporting requirements as needed. For more powerful data analysis, Hyundai implemented Cognos Business Intelligence cubes and reports.

As testified, dealers and workshops have clearly expressed their satisfaction with the part of the solution that they are using on a day-to-day basis.

Dealers order cars and monitor their status. Workshops order spare parts and track their progress. Paper invoices have been replaced with digital invoices, to the benefit of both economy and environment.

Annata 365 for Dynamics is proud of being always certified for Microsoft Dynamics 365 on all new releases.

The certification program ensures that Annata 365 for Dynamics is tested to work seamlessly with Dynamics 365 for Operation. It also certifies that the overall user experience is consistent and in line with Microsoft user experience guidelines, that the solution is fully documented and is accessible directly from the users working processes.



Microsoft  
Dynamics 365

Certified

### **Annata 365 for Dynamics**

Annata 365 is a modern, cloud-based management solution for the automotive, equipment, rental and fleet industries that meets today's and future business and operational needs.

Annata 365 fully integrated with Microsoft Dynamics 365 and uses the standard features of Dynamics 365 for Operation, as well as extensive additional features specifically designed to support the automotive and equipment industries. It handles all key business processes during the entire vehicle's/equipment's life-cycle and allows to analyze it in a simple and readable way using Annata Power BI. It's extremely flexible architectural design are evidently proven in helping to meet our customer's rapid growth demands, enhancing the capabilities to meet market changes and competitions.

### **ABOUT ANNATA**

Annata is an international management consulting and technology services company. With the combination of deep industry experience and comprehensive capabilities within chosen technology areas, Annata works closely with customers and partners around the world to help them become high performance businesses.

Annata's strategy builds on our expertise in consulting and technology. Adding that to our industry knowledge and the industry specific solutions offering, we help businesses around the world to undertake high-impact business improvement projects. Through industry focus and relentless determination to deliver world class technology solutions we have gained trusted status with many of the world's best known companies. Locally we have earned the trust of businesses of all sizes in many industries. Annata enjoys strategic partnerships with local, regional and global partners who have embraced our technology solutions and created new business opportunities, earning them a preferred status on their own.

### **CONTACT US**

**Learn more about making Annata your trusted advisor and business management systems partner. Contact us today.**

**Please find further information on our website;**

**[www.annata.co.uk](http://www.annata.co.uk) or send an E-mail to [info@annata.co.uk](mailto:info@annata.co.uk)**