

INTERNATIONAL FLEET MANAGEMENT - FOR SMOOTH BUSINESS PROCESSES

The Volkswagen Corporation with headquarters in Wolfsburg is one of the leading automobile manufacturers in the world and the largest automobile producer in Europe. The fleet management business is integrated into complex processes - and strengthened with Oracle Siebel CRM, Oracle BI and BI Publisher International.

THE CHALLENGES

- Introduction of an Oracle Siebel CRM System for fleet management at Volkswagen AG
- Introduction of an Oracle BI System for reporting and controlling of the fleet business
- Architecture of a global application template for use in international roll-outs

THE SOLUTION

- Requirements management for new requests by the countries and the central departments
- Business analysis and design for new functions and whole functional packages, such as contract management, product group administration
- Technical design and development of the required functions
- Architecture and integration of the necessary system landscape in the
- Volkswagen network
- Central Data Warehouse for local as well as global analysis and evaluation requirements

ADDED VALUE AND SUCCESSES

- All relevant CRM functionalities in one system
- Standardized processes in all national subsidiaries
- Global reporting through centralized data storage in an Oracle DWH
- Standardized development framework for the efficient performance of international roll-outs
- Development of a flexible organization and authorization model to fulfill countryspecific market requirements



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