

Transparent and speedy

NISSAN Vehicle Order Management

With more than 149,000 employees and production sites in Asia, Europe and America, NISSAN is one of the largest international motor vehicle manufacturers. Currently, NISSAN manufactures vehicles in 20 countries and regions around the world, and offers products and services in more than 160 countries and regions worldwide. To support its rapidly growing business efficiently, NISSAN has launched the Power 88 program. This program aims to adapt business processes and to simplify and standardize IT systems and support processes. In this context, consistent design of sales and service processes for seamless interfaces plays an important role.

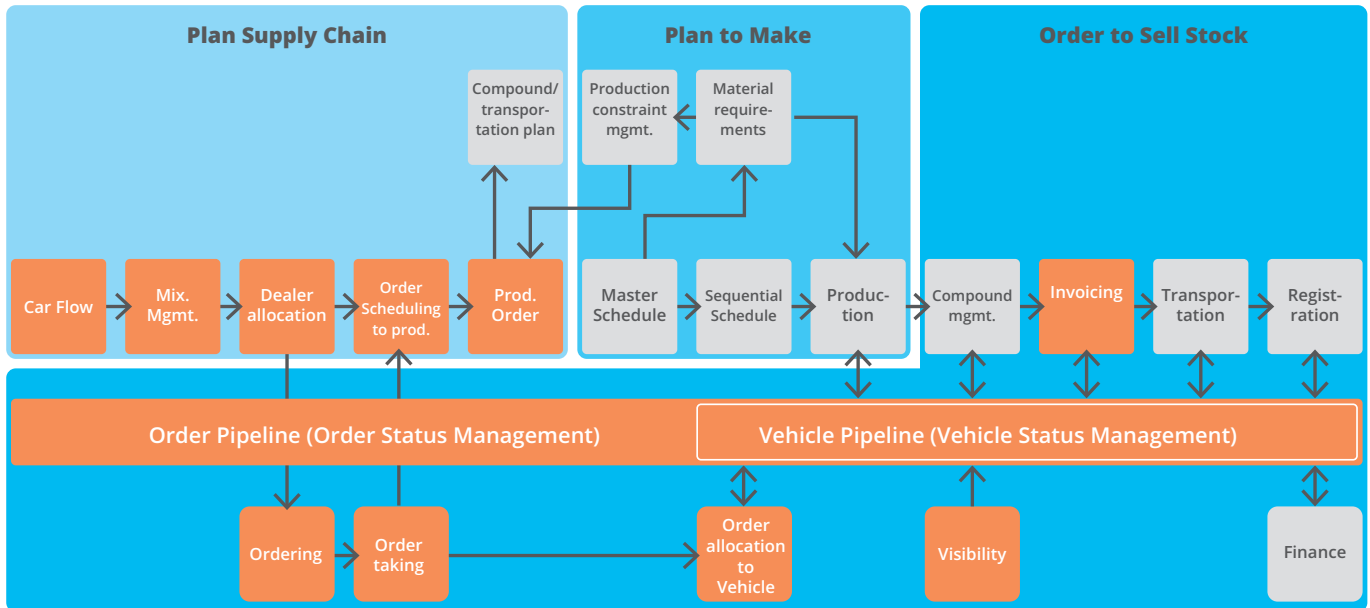
Global hub for import and export processes

The first step towards establishing a global hub for import and export processes is implementing the Vehicle Order Management solution (VOM) for the new plant in Brazil. Later, VOM is scheduled to be implemented at more NISSAN sites.

Project goals

- Supporting the new plant with tailor-made IT processes
- Seamless sales and service processes across borders through VOM with standard features
- Global KPIs for distribution management and a clear overview of the order books through consistent forms and data sources





NISSAN Global Vehicle Order Management with configurable architecture for different types of business models

One system for Procurement, Sales and Logistics

For the new plant in Brazil, proaxia implemented a vehicle order management system based on SAP VMS. The SAP® Vehicle Management System (VMS) supports the procurement, sales and logistics of vehicles. The sophisticated system maps all partial processes and manages all vehicle data. The new NISSAN template was implemented as a pilot with a rollout to more sites scheduled. This is why standardization plays a particularly important role.

Increased productivity through synchronized sales and production

Vehicle Order Management is the platform for communication between dealers, distributors and production plants. Order Status Management and Vehicle Status Management are synchronized and the processes largely automated so that sales and production can be ideally aligned. This serves to satisfy customers in a targeted manner, fully utilize the production capacities, keep stocks slim, and increase productivity throughout the value-added process.

All vehicle-related data from the dealer's forecast to the launch of production is saved in the VMS. Based on dealers' target figures, the SCM system generates the production plan and confirms the orders. This gives the distributors and the dealer an overview of the vehicle pipeline even before the production is launched. In this way, vehicles ordered from stock and customized vehicles for individual customers can be allocated and sold well before they are manufactured.

Complete vehicle history

The allocation of dealers, the timing for production and the production order are automatically transferred to the logistics system and to the production system. Standardized interfaces allow vehicle data to be collected in the VOM – whether it is related to production, logistics, accounting, transport and registration or finance. The result is a complete history for each vehicle.



NISSAN Assembly line at Resende

«NISSAN initially chose proaxia for the VOM implementation as a result of partner evaluation based on proaxia's past success in implementing SAP VMS solution.

Even after the completion of VOM implementation in Brazil, NISSAN and proaxia have been maintaining a close partnership on further VOM rollout projects to the other NISSAN sites. Thus, proaxia's capable and flexible resources are being utilized around the world to ensure fast and productive implementation.

By the standardization through the VOM rollouts, NISSAN aims not only at improving regional vehicle order-to-delivery processes but also at achieving an integrated vehicle pipeline to reinforce global management.»

Toshihiko Suda, Global IS Division

Daisuke Masunaga, Global IS Division

Successful partnership with proaxia

- To develop the NISSAN template, proaxia used the standard software SAP VMS, and added company-specific features.
- The international orientation and expertise of proaxia, helped to streamline and shorten the implementation cycle. Based on the gathered requirements the VOM Framework was initially developed in Japan. After this initial step the implementation and local customization on site in Brazil took no longer than three months.
- Experts from Japan, Brazil, Europe and India worked in the international project team. In spite of linguistic and cultural differences as well as the geographic distance (up to 12 hours' time lag), a common language was found and communication was constructive and successful.
- proaxia is an expert in building standardized systems and processes. The implementation of the VOM supports NISSAN's global strategy.

NISSAN Value Innovation Award

Celso Guiotoko, Global CIO of NISSAN, awarded the «Value Innovation Award» to the Brazil New Plant Team and praised the «outstanding contribution to initiating the operation of the new plant in Brazil with standard solutions».



Benefits along the sales process

All stakeholders involved in sales have an overview of the entire value-added chain thanks to the automated processes and the dealers being connected to the system. This creates essential benefits for sales management.

For the dealers

- Access to the distributor system with real-time data for all dealers
- Detailed tracking and locating and vehicle history from the creation of the vehicle to invoicing
- Up-to-date information about production and delivery status
- Quick and reliable servicing of customers, reduction of delivery time
- Simple and customer-friendly access via an intuitive user interface

For the National Sales Company NISSAN Brazil

- Short sales cycles and optimized sale of stock vehicles
- Sound figures as a basis for model policy and marketing measures
- Increased planning accuracy thanks to the overview of delivery times and stocks in the various countries
- Consistent alignment with the production control and communication with the dealers
- Reduced expenditure through the self-service functions for dealers

For the NISSAN Corporation

- Transparent information about target markets, access to consistent target and production figures at all times
- Reliable basis for just-in-time planning with subcontractors
- Higher flexibility and transparency in controlling
- Swift reactions to changing business conditions
- Increased IT productivity through standardization
- Rapid implementation and low expenditure during rollout
- Central support of rollouts and maintenance leading to synergies
- Accelerated global standardization with coordinated governance
- Targeted, strategy-oriented investment
- Global process optimization and KPIs

About proxia consulting group ag

proxia consulting group ag is an international management consultancy firm with headquarters in Switzerland and branches in Europe and Asia. With over 170 consultants in the German-speaking regions, Poland, China, Japan, Singapore, and Indonesia, the company guarantees the implementation and support of top-class solutions and service concepts of a consistently high standard.

As an SAP partner proxia specializes in sales and service processes as well as spare parts logistics processes in the automotive and discrete manufacturing sectors.



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