

▶ Holden Special Vehicles

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► visualizing the supply chain.

Business Issues

Keeping pace with the highly competitive and fast moving automotive manufacturing industry, Holden™ Special Vehicles (HSV) wanted a dynamic and fully integrated enterprise solution that would give it the ability to communicate with suppliers and customers.

The Company

HSV is the largest niche manufacturer of Australian high performance automobiles employing approximately 300 people. The company designs and manufactures vehicles at its production facility in Melbourne. Its customers are the Australian HSV Dealer Network, Holden New Zealand and Vauxhall™ UK. HSV products include the Clubsport, Clubsport R8, Senator, Grange, Maloo, Maloo R8, GTO®, GTS, XUV and Avalanche. For more details visit www.hsv.com.au.

What's Critical

HSV is a niche automotive manufacturer competing in a field dominated by large manufacturers. HSV needed an enterprise system that would allow it to be flexible, while providing enhanced levels of service to its customers and suppliers.

“HSV needed a dynamic system that would react automatically to changes in the supply chain,” said Lee Webster, IT Manager, Holden Special Vehicles. “Our aim is to deliver high quality special vehicles to our customers in the shortest possible timeframe, so our system needed to be open, allowing HSV staff members, customers and suppliers access to real time reports and information. It also needed to cater for HSV warranty and service requests and provide full traceability of our manufacturing operations.”

company	Holden Special Vehicles
solution	SSA® ERP and SSA Supply Chain Management
product	SSA Baan™ and SSA Supply Chain Scheduler
platform	Microsoft® Windows® 2003 Server
database	Microsoft SQL 2000
industry	Automotive
employees	300
country	Australia

Webster added: “In our legacy system, all vehicles received the same build priority, the production schedule was updated manually, and retailers had no visibility. Now they can visualize the whole production process and watch a vehicle progress through the production process in real time.”

Finding the Right Solution

“We needed a proven, integrated solution to resolve these challenges,” Webster said. “Implementing SSA Supply Chain Scheduler integrated with SSA ERP gave us advanced visualization and simulation capabilities and provided greater flexibility in managing our production process and supply chain.”

The decision to incorporate SSA Supply Chain Scheduler was not made at the outset. Webster explained: “We were shown SSA Supply Chain Scheduler a week before we went live with SSA ERP. We were so impressed that we immediately added it to the project scope and went live with both products at the same time.”

“SSA Global’s Automotive industry expertise was another reason HSV decided to implement the SSA Global solution.” Webster pointed to Ferrari® and Honda® as long-time SSA ERP users. He also noted that SSA Global employs highly skilled professionals with industry experience (specifically automotive), who can lead and support implementations and ensure customers achieve their targeted return on investment.

Implementing Fast

The SSA ERP and SSA Supply Chain Scheduler solution was implemented by a combined team of SSA Global and HSV professionals in under 9 months, on time and on budget.

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» HSV is in complete control.

Making it Pay

“SSA Supply Chain Scheduler has had a dramatic impact on the way we manage our production schedule and our total supply chain,” he continued, “it allows HSV to visualise our production operations and gives us the flexibility to try ‘what if’ scenarios.”

Here are the highlights of gains seen since the SSA Global project was completed:

Production Line Efficiencies

- Cars are scheduled according to delivery priority.
- As the vehicle leaves each work center, the production order status is updated using terminals located on the shop-floor.
- Stock accuracy is increased with material back flushed at each work center after the vehicle completes the operation.
- Machine or work center downtime can be scheduled and planned.
- SSA Supply Chain Scheduler looks at priorities, routings, and operation times and creates a schedule that maximizes production throughput.

Informed Decision Making

- SSA Supply Chain Scheduler contains two levels of reporting: the Gantt chart gives a graphical representation of production throughput at each work center; and the production report provides a list containing production order numbers, with start date/time and work center.
- The Gantt chart highlights not only material shortages but also human resources shortages. Skill matrices can be added to employees for sophisticated resource allocation and scenario testing.
- SSA ERP system calendars won't schedule production when production is not available.
- In the event of a material or resource issue, a new 'what if' production scenario can be generated using these new constraints in less than two minutes.

Enhanced Customer Service

- The HSV Dealer network has direct access to HSV reports and, therefore, vehicle production status. Dealers can also generate a status summary report and reprint their own invoices.
- A dealer can run a report showing non-retailed vehicles by option and color and then redirect the first available vehicle to the customer.
- Priority vehicles (sold) are treated as priority builds.

Forward Faster™ - Into the Future

HSV will continue to add value for customers, offering greater production line visibility via the HSV Retailer Access Portal (HSVrap) and improving the customized reporting option in SSA Supply Chain Scheduler.

“We are continuing to look for process improvements and are very happy with the product we chose,” declared an impressed Webster, who added: “It is 24 months since we implemented the SSA Global solution and we can't imagine how we ran our business prior to SSA ERP. We certainly wouldn't consider changing back.”

about SSA Global

SSA Global is a leading provider of extended ERP solutions for manufacturing, distribution, retail, services and public organizations worldwide. In addition to core ERP applications, SSA Global offers a full range of integrated extension solutions including corporate performance management, customer relationship management, product lifecycle management, supply chain management and supplier relationship management. Headquartered in Chicago, SSA Global has 63 locations worldwide and its product offerings are used by approximately 13,000 active customers in over 90 countries. For additional information, visit the SSA Global web site at www.ssaglobal.com.



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