

▶ Volvo Construction Equipment

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► e-commerce and web-enabled process management.

Business Issues

As the requirements of Volvo Construction Equipment (Volvo CE) customers have evolved, they, as well as an increasing number of dealers and sales personnel, are demanding greater flexibility and speed of response throughout the product configuration process. After embracing a “manufacture-to-order” philosophy, Volvo CE chose SSA Global to implement a powerful configuration solution that would provide users with unparalleled choice in products and services when configuring individual construction equipment models online.

The Company

Volvo CE is a major international company developing, manufacturing and marketing equipment for construction and related industries. Its products, leaders in many world markets, include a comprehensive range of wheel loaders, hydraulic excavators, articulated haulers, motor graders, compact equipment and backhoe and skid steer loaders. Volvo CE is part of the Volvo Group, one of the world’s leading manufacturers of trucks, buses and construction equipment, drive systems for marine and industrial applications, aerospace components, and services.

provider	SSA Global™
company	Volvo Construction Equipment
solution	SSA® Customer Relationship Management
product	SSA Configuration
platform	Windows® NT
database	Microsoft® SQL
industry	Industrial Machinery and Equipment
employees	7,700
country	USA

What's Critical

Volvo CE has an international operation to meet the specific requirements of a diverse multi-national customer base. With manufacturing facilities on four continents and an extensive, independent distribution network, Volvo CE provides customers in more than 100 countries with products, services and support. In addition to geographic diversity, the company's product range offers more than 130 models of excavators, wheel loaders, motor graders and articulated haulers, as well as an extensive range of compact equipment.

Bryan Smith, Operations Manager for L.B. Smith Dealership, Volvo CE, takes a firm view on the potential of online configuration for companies such as Volvo CE: “Volvo CE was early to recognize how it could leverage its investment in e-commerce to allow customers, dealers and sales people to configure their individual product requirements via a standard web browser. Although many manufacturers have invested heavily in integrated dealer management and Electronic Data Interchange (EDI) solutions, Volvo CE sees the development of online configuration functionality as a key component of its strategy to web-enable all main processes.”

Finding the Right Solution

The company’s broad product range and wide geographic spread, combined with the challenges of operating a global independent dealer network, has prompted Volvo CE to develop one of the industry’s most aggressive strategies for the deployment of e-commerce and web-enabled process management. Volvo CE chose SSA Configuration to help it supply the online configuration and self-service functionality its users were demanding. SSA Configuration allows users to log onto Volvo CE’s server and obtain correct, complete configurations through a standard web browser.

“Volvo CE is firmly committed to its view of e-commerce as an increasingly important marketing channel for its products. Volvo CE has implemented one of the industry’s most aggressive e-commerce strategies and the addition of SSA Configuration is a key component of its web-enabled process model,” said Smith.

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► increase flexibility and speed in the product configuration process.

Implementing Fast

SSA Configuration was implemented at Volvo CE's North American operation within four months. The solution allows users to get the latest product revisions, and accommodates multiple simultaneous users, including Volvo CE customers via a remote Internet connection, call center-based customer service reps, and sales reps at customer sites who are dialing in via a wireless Internet connection.

Making it Pay

The SSA Global solution has already begun to pay off as several online configuration leads have turned into sales. “SSA Configuration allows Volvo CE to expand beyond traditional sales models and leverage technology for integration with other customer-facing applications,” continued Smith. “Volvo CE's plans include integrating this functionality with critical front-office applications and order intake processes to extend the visibility of products and sales across the organization. SSA Configuration enables Volvo CE to quickly exchange order and product information with sales reps and dealers, accelerating the time-to-market for new products.”

Forward Faster™ - Into the Future

“The SSA Configuration element of the web site went live and Volvo CE has experienced heavy traffic with positive feedback from staff, dealers and customers. In addition to complying with a long-term strategy of web-enabling main processes, this implementation will eventually help Volvo CE deploy portals for customer and dealer-facing interactions – starting with the core market in North America,” concludes Smith.

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 60 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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