

# CASE STUDY



## WEB SOLUTION FOR DEALER NETWORK

INDUSTRY:  
MANUFACTURER



### About Honda MPE

Honda MPE is based in Campbellfield, Victoria. MPE stands for Motorcycles and Power Equipment. It is estimated that approximately 1 million Honda products are used throughout Australia every day, which includes the use of motorcycles, power equipment, engines, outboards and motor vehicles. Products are imported from the USA, Japan, Thailand, Italy, Belgium and China. Lawn Mowers are assembled in the Victorian plant and distributed nationally around Australia through a dealer network. Honda MPE also sells engines to OEMs and stocks a large selection of parts.

### Challenge

Honda MPE operates with two different ERP systems. One package solution, Movex, covers motorcycles, power equipment, engines and boat outboards. Parts are handled via a separate Honda in-house built ERP solution with additional functionality such as warranties and sales registrations that the Movex solution does not provide.



These ERP systems had no external interface that could be accessed by the dealer network; after dealers placed their orders via fax, email or telephone, staff had to manually enter the order into the systems. Honda MPE's goal was to eliminate error-prone and labour-intensive paperwork by providing external access to place orders directly into their ERP systems. It was a requirement to keep both well established systems

and to find a solution that integrates them into one online ordering system via the internet. A tight time frame challenged our analysts and developers.



### Solution

Within three months, Lateral developed a web solution that allowed dealers to place orders online with one single interface to Honda MPE's two ERP systems. A powerful Quick order entry suggests items after typing only a few letters. For orders with multiple items, clients can upload a spread sheet in any popular format, e.g.

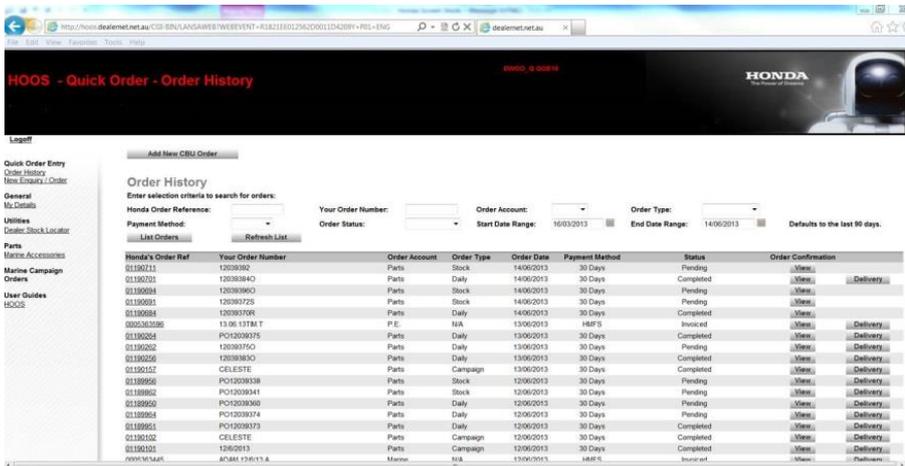


# CASE STUDY



## WEB SOLUTION FOR DEALER NETWORK

### INDUSTRY: MANUFACTURER



an Excel file. Both functionalities make the ordering process very convenient and quick for the dealers. Moreover, orders are easy to track from both ends.

The system caters not only for single orders, but also allows for campaign orders where dealers can place orders up to six months in advance, achieving volume discounts. Furthermore, required documents such as warranty certificates or registration details such as frame numbers for motorcycles can be generated online as a pdf.

The technology used is LANSA for the web as well as LANSA Integrator.

## Result

With HOOS, Hondas Online Ordering System, 1000 dealers can conveniently place orders online through one interface, regardless which type of item they order. Due to eliminating paperwork, not only have errors been reduced, but also

the turnaround time from ordering to delivery has been minimised. The launch of campaign orders allowed an enhanced production planning for Honda MPE as well as a competitive price policy.

Customer satisfaction has increased twofold; dealers don't need to wait on the phone for an answer and can get simple information just by logging in.

Since Lateral's involvement, the system has been constantly evolved and improved. In a view towards the future, the solution can be ported to any other platform without rewriting the code as the Intellectual Property is with Honda MPE.

## Craig Bassett, IT Manager at Honda MPE:

*“The development phase was smooth and the quality of the applications was first class!”*