

Case study

Wahana Makmur Sejati

»Fujitsu provided a reliable information system and infrastructure that enable us to respond quickly to the competitive and dynamic motorcycle market. «

Wahab, Lie, General Manager Information Technology, Wahana Makmur Sejati



The customer

PT Wahana Makmur Sejati (WMS) was Established in 1972 and is a leading Indonesian automotive distribution company. As a major distributor for Honda motorcycles, WMS manages sales and services for Honda motorcycles and parts, across the greater Jakarta–Tangerang area. The Company relies on strong coordination of their dealer network via an online system, as well as creating effective communication among dealers, to ensure a smooth distribution of goods and services. For WMS, good communication and exchange of information is fundamental to ensuring continued growth and development.

The challenge

To enable internal data communication, the company installed an internal self-service portal for reporting. However, the portal became extremely slow and hard to use during the data collection process. This meant more and more users required direct help from IT to prepare each report. In combination with impacting efficiency of IT's resources, the company also faced increased risk from; human error, longer reporting cycles, data loss and inaccurate information, which all lead to poor decision making. In the highly competitive and dynamic Indonesian motorcycle market, the ability for a company to respond quickly to market demands is pivotal. It was clear that Wahana needed a reliable and robust information system, to support and improve its business. In 2011 the company decided to build a Business Intelligence (BI) system, inclusive of application and the underlying infrastructure. However, in order to support the implementation of BI, Wahana had to also respond to the need for server consolidation through a data centre upgrade.

The solution

Fujitsu provided Wahana with the BI application running on industry leading Fujitsu infrastructure. Specifically, Wahana selected the Intel Xeon based PRIMERGY BX400, PRIMERGY BX920 server blade and ETERNUS DX80 with 8TB storage capacity. One of the key reasons Fujitsu was chosen over other vendors was due to the fact that Fujitsu provided a back-up unit for running the trial. "We're not looking for merely a hardware supplier, but a reliable and experienced partner to help us achieve our objective. Fujitsu supported us from the beginning and the BI system was online immediately. No other vendor was able to provide this support." Wahab Lie, General Manager IT Department Head, Wahana Makmur Sejati.

The customer

Country: Indonesia
 Industry: Manufacturing - Automotive
 Founded: 1972
 Website:
<http://honda.wahanaartha.com/Website>
www.wahanaartha.com



The challenge

- Ineffective market information due to slow and difficult reporting process
- Heavy reliance on IT staff and resources for reporting
- Risk from human error, longer reporting cycles, data loss and inaccurate information
- Need to upgrade data centre

The solution

- Help upgrade data center to ensure optimization of BI application
- Provide infrastructure platform including; PRIMERGY BX400 and PRIMERGY BX920 servers and ETERNUS storage
- Supply back up unit to run BI trial, facilitating immediate start

The benefit

- Scalability to expand the number of blade server up to 18 units in the future.
- Efficiency of IT resources that can now focus on business tasks rather than administration tasks.
- Reliability in the reporting process enables fast and improved decision making. Nearly zero downtime (98%).
- Increased reporting quality and speed through advanced BI coupled with market leading infrastructure

The benefit

While focusing on the implementation of the BI application, Fujitsu also supported the data center upgrade to ensure the BI solution would be optimized. During the implementation, Fujitsu was recognized for a commitment to finish tasks, tirelessly addressing any issues that arose. Fujitsu's experience in handling large and complex projects proved extremely valuable for Wahana. "While there are always some small issues with a project like this, Fujitsu showed dedicated support to successfully achieve the project objectives. We are very satisfied with the results." said Wahab. The reports can now be communicated sooner, as users are receiving more accurate information faster than the standard reporting system could ever deliver. With better information systems, offering nearly zero downtime (98%) in the user reporting process, the company has significantly improved usability, and users can now effortlessly prepare market analysis reports. Additionally the quality of reporting which is becoming more detailed, has been improved. "Our IT investments have really paid-off. Not only are we more efficient, but we have also experienced a tremendous increase in the quality of output." said Wahab.

The underlying BI infrastructure, based on the PRIMERGY and ETERNUS systems, is also driving benefits for Wahana. With the installation of the Fujitsu hardware, Wahana has been able to develop a reliable, flexible and scalable platform that can guarantee zero data loss. The infrastructure's smart modular design means it delivers significant flexibility and scalability, essential for a business to prepare for future requirements. While the Fujitsu simplified lifecycle management process has significantly cut server management administration time, enabling IT to focus on the business.

The new system improvement has been instrumental in helping the company be more aggressive, capitalizing on new business opportunities. For instance, Wahana can now immediately respond to inquiries and orders from dealers as the information is more accurate and there is no wait for analysis. "We are more responsive to the market dynamics. With more accurate data and timely reports we are in a better position to make business decisions." Wahab.

Products and services

- 8 PRIMERGY BX920 Servers
- 1 PRIMERGY BX400 Chassis.
- 1 DX80 ETERNUS Storage (8TB)
- Microstrategy

Conclusion

An accurate Business Intelligence system is one of the key ingredients to success in the highly competitive motorcycle market. Consequently, it requires reliable, flexible and scalable infrastructure to ensure the system maintains availability and operates efficiently. For Wahana Makmur Sejati, Fujitsu has proven themselves as a trusted and experienced partner, who can implement business performance improvements. Fujitsu not only provided Wahana with reliable, robust and industry leading products, they also delivered excellent implementation support. This project allowed Fujitsu to demonstrate expertise, experience and a commitment to deliver success to customers.

"Fujitsu is more than a hardware vendor; they are a reliable partner that forms a relationship to improve overall business performance, allowing their customers to stay on top of the competition. We are keen to explore more opportunities with Fujitsu."

Due to the success of the BI system implementation project, Wahana looks forward to working with Fujitsu on future initiatives.

About Fujitsu

PT. Fujitsu Indonesia was established in 1995 under the name of PT. Fujitsu Systems Indonesia. Headquartered in Jakarta with service centers in several cities (Surabaya, Medan, Makassar, and Denpasar) and more than 20 authorized service providers across Indonesia, Fujitsu Indonesia has a vision to become a provider of leading customer-focused IT, communications and business solutions. Certified ISO 9001:2008, PT. Fujitsu Indonesia implement a quality management system registered to the international standards within the scope of IT solutions and services, and to encourage the adoption of a process approach to improve customer satisfaction. For more information, please visit: <http://www.fujitsu.com/id>