

Auto Importer

Leading car importer steps on the gas with mobile AS/400 application



“Our market is highly competitive and we have to keep up. Having our AS/400 applications available for smartphone users is key to being a market leader, and with OpenLegacy we’re able to do it quickly and cost-effectively.”

CIO, Auto Importer

This company is the third largest car importer in its country of operation, representing brands such as Volkswagen, Audi, Fiat, and Porsche. It sells and services vehicles through a network of hundreds of service centers, with thousands of employees throughout the country. Investment in technology and information systems is a strategic pillar of the company. Specifically, it has invested heavily in CRM and ERP platforms for managing its customers throughout the customer’s lifecycle: from marketing through sales to post-sale service, including insurance and financing options as part of the sales process.

The Challenge

Most of the company’s ERP and CRM platforms resided on AS/400, including all of its core business applications, and some home-grown applications. In the last two years, the company has started to modernize some of its AS/400 applications.

A key component of the sales process of a new car is the discussion of price and financing that takes place on the sales floor between a sales representative and a prospective customer. Often times, sales representatives need their manager’s approval for a discount or a special financing offer they would like to extend the customer. In such cases, the representative would use an AS/400 application to set up the request, and the sales manager would review and approve (or modify) the request. The sales representative would see the approval the next time they accessed the AS/400 application.

About OpenLegacy

OpenLegacy enables enterprises to quickly and rapidly extend and transform legacy systems such as AS/400 and mainframes to the web, mobile and cloud. A standards-based open source development platform, OpenLegacy lets developers solve high impact business problems quickly, giving enterprises a new-found agility and opening the door to creative new solutions at a low cost and with a high rate of success.

Position your company for the future with OpenLegacy.

The company noticed that in many cases, the process from request to approval was slow: if the manager was not at his or her desk or at the office, the request would not be seen or approved for hours (or even days). In the meantime, the customer would leave the dealership, sometimes taking their business elsewhere and not completing the purchase.

The company wished to make the request review and approval instantaneous, in order to speed up the sales process and increase sales conversion - but how?

The Solution

The company used OpenLegacy's OpenMobile module to develop a new mobile application exposing the AS/400 process of reviewing and approving a sales request. Using the new application on their mobile phones, managers now receive a notification when they have a pending request for approval. Currently, the notification is an email message, but a text message or other type of instant message is also possible. Managers can then access the application, view the request details, and approve it - all through their phones.

The sales representative on the sales floor receives an immediate notification that the request was approved, often while the customer is still there. The representative is then able to proceed with the sales process, and even close the sale immediately - compared to the 24-hour delay the old process entailed.

The Result

Faster sales process and increased conversion

Thanks to the new mobile application, sales requests for discounts and financing are now approved in matter of minutes, not hours or days. This results in a faster sales cycle and higher conversion - increasing vehicle sales volume and revenue for the company.

From AS/400 to smartphones in days

The new app was developed in a few days thanks to OpenLegacy's fast and intuitive mobile development environment. By unlocking its AS/400 assets and making them available in the mobile world, the company remains competitive in the market by making sure its sales process is optimized.



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