Automobile Finance System

a case study …

Project Brief

Project:	Automobile Finance System
Customer:	Maruti Udyog Ltd. (A division of Suzuki Motors)
Industry:	Automobile
Application:	B-2-B
Tools used:	MS SQL Server 2000, ASP, Dream-weaver, Visual InterDev, MS Visio, XML, ErWin
Platform:	Windows Server 2003
Project Scope:	Requirements Analysis, Prototyping, Design, Development, Testing and Implementation

A pat on the back

"The team-work and efficiency of software development teams at work in various projects at Maruti is exemplary."

Rajesh Uppal
General Manager (IT)
Suzuki Motors

The Company
Maruti Udyog Limited (MUL) is a leading car manufacturing company in India; with popular brands like Maruti 800, Zen, Esteem, Swift, and Baleno under its wing they are enjoying the market leader position since last two decades. But today, global automobile industry scenario has changed manifolds and Indian market is attracting many international auto giants. This has presented a stiff challenge of staying ahead of competitors to MUL.

Maruti Finance is one of the premium services offered by MUL to tackle this challenge. It offers competitive financing deals to its customers with the help of a strong dealer and alliance consortium.

The Challenge
The challenge was to track the business movement of sales and finance at the distributor and alliance levels and ensure that business critical data were readily available across the network.

The Solution
In its constant endeavor to keep the financing system agile, the MUL management identified the need to leverage the potential of Internet based B2B applications.
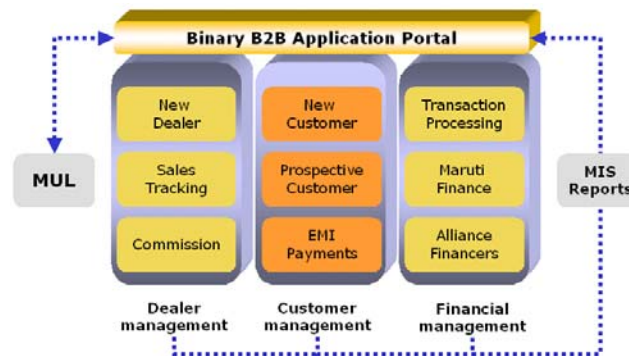
Our long association with MUL made us the obvious choice. And, Binary Semantics Ltd. was invited to create a B2B application portal that could be accessed across the network and facilitated the overall financing process.

The solution provided by Binary integrated SQL Server 2000 at the back end with ASP forming the front end on robust Microsoft architecture. Since the system was to be used across the country data security was given prime importance and it was deployed on the virtual private network.

This application allows the client to:
- Facilitate the financing of cars for customers via its dealer network in conjunction with an alliance partner,
- Track the number of cars and customers successfully financed through the network,
- Create a database of prospective customers for future analysis,
- Raise monthly (or periodic) claims for commission on the alliance partner for the loan amount sanctioned through the network,
- Maintain the customer history relating to the payments,
- Generate MIS reports that can be derived from the database

The application interacts with dealers at one end and Maruti Alliance Partner (Citicorp Maruti, Maruti Countrywide, ICICI Bank, HDFC Bank, Kotak Mahindra, Sundaram Finance, Bank of Punjab and IndusInd Bank Ltd) at the other end.

The key modules of Maruti Automobile Finance system are as follows:
- Loan subsystem
- Accounting subsystem
- Master subsystem
- Payouts subsystem
- Reports subsystem

The Benefits
With this application in place, dealers of Maruti serve as one-stop shop for customers who opt for financing of their vehicles. This has helped them to achieve higher degree of customer servicing and satisfaction.