



The Customer

Our client Maruti Udyog Limited (MUL) does not need a formal introduction, a subsidiary of Suzuki Motor Corporation of Japan, has been the leader of the Indian car market for about two decades.

The Background

To facilitate the corporate sales of MUL cars using the relationship management approach through Leasing and Fleet Management as two products, MUL launched a service named N2N Fleet Management Solution.

Through tie ups with other service providers like insurance company, replacement car service provider, and manpower service provider MUL presented a common face to the end client with a whole gamut of services.

End-to-end backups/solutions across the vehicle's life like: Leasing, Maintenance, Convenience services and Remarketing are some of the key services being offered by MUL.

MUL choose Binary Semantics Ltd. to provide necessary IT support for their N2N Fleet Management solution.

Project Brief

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|----------------|---|
| Project: | Automobile Fleet Management 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 |



The Challenges

MUL needed a complete B-2-B solution, in the form of a common platform, for all the partners, clients and respective MUL departments. And because this service included interaction and data exchange between multiple organizations, safety and security of data became vital - not only with regards to MUL, but also for partners and customers. Furthermore, stringent performance criteria and deadlines were the other challenges involved in the project.

The Solution

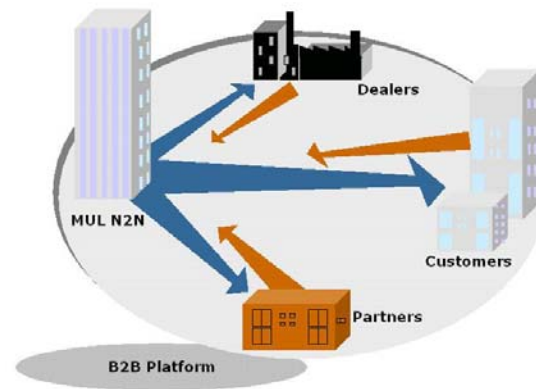
After a rigorous requirement and business process analysis, Binary's Automobile Fleet Management System came into shape.

The system was based on a modular architecture so that different users [customers, partners, vendors and MUL] can use the modules as per their requirements. Scalability, security and flexibility were the key issues kept in mind while designing and developing of the system.

The key modules of Maruti N2N System are as follows:

- **Prospects System**
- **Contracts System**
- **Service System**
- **Accounting System**
- **Reports System**
- **FMS –admin**
- **Quote Management System**

Fig 1: Process flow diagram



The Benefits

Binary's Fleet Management system has provided the company with comprehensive monitoring capabilities for its fleet of vehicles, including acquisition, maintenance, insurance, accident, rescue, and remarketing.

The solution has brought genuine benefits to MUL in terms of:

- Creating a database of prospective customers for future analysis
- Providing best possible deals for old fleets and also helps corporate to acquire, or lease new fleets
- Automating the process of lease and /or fleet management of cars
- Generating relevant reports and analysis from the database

With this application in place, MUL is scaling new heights in customer interfacing, business development and brand management.

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