

Case Study

Company

Universal Motors Israel (UMI)

Industry/Market

Automotive

Challenge

To improve logistics operations at the UMI's 60 automotive service centers throughout Israel.

Solution

Babylon-Enterprise enables one-click access to part information and inventory data. Second click gives instant access to the part ordering page in the ERP system.

Benefits

- ◆ Significantly reduced the time and effort required to query the ERP system and order parts.
- ◆ Improved the quality of service to UMI customers.

"Logistics personnel at our automotive service centers no longer need to switch constantly between two applications or desktops. Babylon-Enterprise has had a direct impact on improving the quality of our customer service."

Shmulik Zamir,
IT Manager
Universal Motors Israel

Babylon-Enterprise Improves Logistics at Universal Motors Israel - UMI

About Universal Motors Israel

Universal Motors Israel (UMI) is the exclusive Israeli importer and distributor of General Motors (NYSE: GM), the world's largest automaker. UMI imports General Motors models from the United States, Opel and Saab models from Europe, and Isuzu models from Japan. The privately held company was established in 1993 in partnership with global GM, which holds 10% of the company's shares. UMI has a workforce of 400 employees. In 2005 sales totaled nearly \$US 300M, according to Dun & Bradstreet Israel.



UMI is the importer and marketer of all General Motors vehicles in Israel

UMI Logistics Systems Needed Linking

UMI manages a network of 60 authorized automotive service centers throughout Israel, serving over 160,000 customers. The company is committed to high standards of quality, service, competence and reliability.

The logistics operations of these service centers, including inventory management and parts ordering, are supported by the **Tafnit ERP** system developed by Matrix, Israel's premier IT company and member of the Formula Group (NASDAQ: FORTY).

In addition, the logistics managers and personnel at UMI service centers rely heavily on parts catalog software from the various automotive, including parts imager software that displays illustrations of parts and their corresponding reference data side by side.

"Excellent service to customers has been one of the key factors in the company's success. We are constantly striving to give the best IT support possible to the service and logistics process," says Shmulik Zamir, IT Manager of UMI.

"We discovered that the logistics personnel were slowed down by repetitive navigation and frequent switching between two critical logistics systems. In some instances, the systems are deployed on separate desktops, making data integration even more difficult.



Babylon-Enterprise Brings Critical Data to ERP System in a Single Click

UMI found the needed solution in Babylon-Enterprise. Installed on UMI's central terminal server, Babylon-Enterprise integrates with the ERP system to enable single click access to part information and UMI warehouse inventory data. Due to Babylon-Enterprise's on-screen OCR and context analysis capabilities, UMI logistics personnel can simply click on a part number in any of the electronics parts catalogs, and instantly view the most important information from the Tafnit ERP system about the clicked item in the Babylon-Enterprise window. With just one more click logistics employees are immediately redirected to the part ordering page within UMI's ERP system.

Babylon-Enterprise Expedites Operations, Improves Customer Service

"Babylon-Enterprise answered our needs to the fullest extent. It has expedited the parts ordering process at our service centers and made logistics operations much easier," says Zamir. "The logistics personnel at our automotive service center no longer need to switch constantly between two applications or desktops. Babylon-Enterprise has had a direct impact on improving the quality of our customer service."

"Now that we have seen how simple and quickly we were able to implement the ERP solution, I am certain we will expand the number of Babylon-Enterprise installations and put it to work for us in other areas of UMI operations," Zamir concludes.

UMI logistics personnel can simply click on any part number in any parts catalog software, and the most important information about the clicked item from the ERP system is instantly displayed in the Babylon-Enterprise window.

With just one more click employees are immediately redirected to the part ordering page in the ERP system.

