

SWORD

UPGRADE YOUR BUSINESS

Sword Apak



Mazda Motors Europe Case Study

"It is always a pleasure to work with partners who share the same values as Mazda: a determination to deliver high-quality work at high speed, to build strong and long-lasting relationships and to challenge the status quo and traditional beliefs about what is possible." **Jeff Guyton, President and CEO of Mazda Motors Europe**

Background

Mazda Motors Europe required a specialist wholesale floorplanning system to support its plans to enter new European markets in the vehicle finance sector. The selected supplier would be expected to roll its system out to multiple countries within a short timeframe for Mazda to quickly capitalise on growth opportunities.

System Requirements

A pan European, web native solution was needed to support wholesale floorplanning for new and demonstrator vehicles. Dealers would be required to manage and maintain their accounts online through real-time views of inventory, available credit, vehicle details and history.

The Solution

After carefully screening the marketplace Mazda concluded that Sword Apak's system, 'WFS', offered the best business functionality and technical specification compared to rival floorplanning applications. The new system was deployed as part of a phased project with implementations in **Switzerland, Ireland, Russia** and the **Benelux** region (Belgium, Netherlands and Luxembourg). Each deployment took less than four months to complete and was delivered on time and within budget.

Developed on the Java/J2EE framework, the system was smoothly integrated into Mazda's business and technical landscape to provide a cost effective and future proof technology platform. WFS is supplied 'on demand' through Sword Apak's standard SaaS package which includes access to the supplier's Operations Data Center and Helpdesk.

The Results

By implementing WFS, Sword Apak has helped Mazda to achieve its ambitions for growth in targeted European regions. The system can also be rapidly deployed into additional countries, so that Mazda can take advantage of new commercial opportunities with minimum delay. WFS is highly automated, so only a small number of Mazda back office support staff are needed which has helped to reduce overhead costs.

"Sword Apak has shown itself to be a great partner for Mazda, not only by meeting our business needs, but also by showing itself to be a strong member of the Mazda team. It is always a pleasure to work with partners who share the same values as Mazda: a determination to deliver high-quality work at high speed, to build strong and long-lasting relationships and to challenge the status quo and traditional beliefs about what is possible. It seems that these things are important to both Mazda and Sword Apak." **Jeff Guyton, President and CEO of Mazda Motors Europe.**

Benefits

New Market Penetration

Specialist Functionality

Rapid Implementation

Online Access

Improved Operating Efficiency

Reduced Overheads

Profitability maximized

Dealer Self Service

SaaS Model

Future Proof Technology

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