

# enigma



## **Ford North America Drives Dealer Satisfaction and Parts Sales with Enigma Electronic Parts Catalog**

### **Summary**

Ford North America implemented the Enigma 3C Electronic Parts Catalog (EPC) to more effectively distribute parts information to its dealer network. This allowed Ford to reduce the cost of EPC production, eliminate delays when issuing updates, decrease parts mis-orders and increase aftermarket sales.

### **Challenge: Improve Distribution of Service and Parts Information, and Simplify Parts Look-up for Dealers**

Ford North America has large volumes of service and parts data for vehicle models dating back to the 1980s. The company needed a more effective way to distribute parts information to its dealer network, and determined that it could increase its OEM-branded parts sales by making it easier for dealers to identify and order parts.

### **Solution: A User-friendly, Cost-Effective Electronic Parts Catalog**

Ford North America chose the Enigma Electronic Parts Catalog, a browser-based parts information system that sits at the heart of [Ford Catalog Advantage](#) (FCA), Ford Motor Company's Genuine Parts Catalog. Up and running in only ten months, the solution offers more than 4,500 Ford, Lincoln and Mercury dealerships in North America with access to up-to-date parts information for Ford, Lincoln and Mercury passenger cars and light trucks, Ford medium duty trucks and Blue Diamond built trucks.

Ford Catalog Advantage is an interactive EPC that is available via the Web, LAN and as a standalone/laptop application, with full print-on-demand capability. It allows dealer personnel to enter a vehicle identification number (VIN), or other key identifier such as model, model-year and trim package, or Motorcraft numbers to generate a fully customized parts catalog for the specific vehicle being serviced. Drawing from more than 20GB of VIN and parts information, for all passenger and light truck models from the 1980s forward, the catalog also displays related parts, parts kits and supersessions. Other features include visual navigation tools, customizable

user settings for access control and user management, bi-directional linking of parts and illustrations and advanced shopping cart functionality.

With Enigma EPC, dealers simplify the parts selection and procurement process, which decreases incorrect part orders. In a [Logistics Leaders magazine article](#), Joseph Cavicchiolo, Catalog/Publication Systems Support Manager of the Ford Customer Service Division, says the catalog, which is updated weekly, enables the dealer to identify the correct part to place an order. “If the dealer enters a vehicle identification number (VIN), the system would display only parts for that VIN,” he says. “We save on logistics costs because the dealer does not end up paying for overnight shipping for an incorrect part.”

The EPC is linked with existing Ford Customer Service Division (FCSD) applications that are used by parts managers, allowing them to track the latest part requirements and to check inventory availability. In addition, it is integrated into dozens of Dealer Management Systems (DMS), including Reynolds & Reynolds, ADP, and AutoSoft. Enigma also developed an open SOAP (Simple Object Access Protocol)-based interface that communicates with a multitude of other dealer management systems. This seamless integration provides users with complete visibility into local inventory, pricing and customer data, without leaving the parts catalog. The Enigma EPC was easily integrated with Ford’s key enterprise back-office applications, including its ERP, SCM and PLM systems.

Enigma EPC allows Ford to create FCA quickly and cost-effectively, providing significant business advantages over their former approach to parts catalogs. It also reduces costs and delays when updating parts information; rather than sending out new DVDs (previously via a 3<sup>rd</sup> party), Ford provides incremental revisions for download and updates FCA online, which reduces the time to get new information to the dealers from as much as eight weeks to one week or less.

### **Features**

- Streamlines parts identification and ordering processes
- Provides user-friendly, “one-stop-shop” for parts information
- Increases up-sell and cross-sell opportunities by showing related parts and supersession in parts search
- Allows users to annotate and redline parts and illustrations
- Integrates seamlessly with key business systems (ERP, SCM, DMS and PLM)

### **Results**

- Decreases parts mis-orders
- Increases aftermarket part sales
- Reduces cost of distributing parts updates
- Reduces time to issue incremental catalog updates
- Improves service efficiency in the dealer service bay
- Improves dealer support, customer experience and overall brand perception