



MG Rover Dynamic Electronic Parts Catalog Supports Dealers, Increases Revenues

Summary

MG Rover recognized that its aftermarket business was critical to boosting its future financial performance. To attain its aftermarket objectives, MG Rover formed a partnership with CAT Logistics in order to provide world-class parts logistics service and dealer support. MG Rover has increased aftermarket revenues and strengthened dealer relationships.

Challenges: Implementing an Easy-To-Use Solution for Dealers

Key aftermarket performance metrics for CAT Logistics and MG Rover include improving parts availability and turnaround time, reducing parts misorder rates, reducing warranty costs by improving first time fix rates.

Critical factors for CAT Logistics in selecting an aftermarket support platform included ease of use for dealers, transparency of parts information via an electronic parts catalog, ability to support multiple languages and the ability to update information within hours.

"Full development of our parts business is a major element in our company's business strategy. With a turnover in excess of \$281 million, parts represent a key additional revenue stream which we intend to develop fully," said Don Lindsay, Manager of Customer Programs, MG Rover.

Solution: Electronic Parts Catalog with Robust Search and DMS Integration

To attain their critical success factors, CAT Logistics and MG Rover selected Enigma's [Parts & Service Information Solution](#) based on the [Enigma 3C ® Platform](#). The application went live within three months.

Enigma's Parts & Service Information Solution gives dealers electronic access to MG Rover's complete parts catalog which contains 60,000 part numbers and more than 7,500

illustrations in seven languages. This parts catalog is distributed on a CD-ROM to its dealers, who can then access the most current information on a Web browser.

Parts can be identified using VIN or partial VIN search, model and attribute-based filtering or full text search.

The 3C solution integrates with dealer management systems for local inventory and pricing, parts supersession and submission of parts orders via e-mail.

Benefits: More Profitable, Efficient Aftermarket Processes

- Increase aftermarket revenues by making it easier to order parts from MG Rover
- Strengthen dealer relationships by providing quick access to the latest information
- Decrease transaction and warranty costs
- Improve customer service
- Reduce parts misorders
- Preparation, printing and delivery cost savings through an electronically-based content delivery system