

RENTAL OPERATIONS MANAGEMENT SYSTEM

A multi-billion dollar engines & heavy machinery manufacturer and rental services client wanted to measure, analyze, and store rental service performance history information for the organization and its dealerships.

Business Problem

Our client wanted to collect and manage metrics, performance, and target related information of rental operations over time and help set dealership targets. They also wanted the ability to benchmark and compare dealerships and to help focus on areas of improvement to select groups of dealerships.

CGN Solution

CGN proposed and developed a web-based system for the client and their dealerships, which incorporated security and access profile restrictions. Using this system the organization is able to capture metrics and targets and have dealerships provide the financial information at customized frequencies. The system manages a general and financial profile for the dealerships, dealerships' contact history, and initiatives and promotion details. It provides a powerful tool to categorize similar dealerships and compare performance goals between dealerships and against the division's goals.

Customer Benefit

This profile and performance metrics system analyzes the overall and per dealership performance against division and similar dealership data. It helps identify focal areas to expend resources to increase the overall performance average over time. The system is a central location to manage call histories, initiatives, and an information source for other analytical systems to perform trend and historical performance analysis.

SCOPE

Manage dealer and financial profile; query and download targeted customer lists; maintain call histories; maintain initiatives; provide comparative analysis of dealer performances.

TECHNOLOGY

JSP, Java Classes, Servlets, Persistence, Javascript/HTML, XML, LDAP, WebSphere Application Server, DB2



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