



PRIMERGY™

success²

Autohaus Humborg shifts to a system with a big future—PRIMERGY with dedicated CARLO software for automotive retailers



THE CUSTOMER

**B. Humborg
Kraftfahrzeuge
GmbH & Co. KG,
Bad Driburg,
Germany**

THE PROJECT

**Modification
of system
architecture to
accommodate
changes in
needs following
software
migration**

THE SOLUTION

**CARLO dealership
management system
from EDS Mid-
market Solutions
GmbH (based on
Microsoft®
Business Solutions
Navision),
PRIMERGY TX600
and TX300, 2.8 GHz,
3000 MB RAM,
8x36 GB hard disk;**

"Classic" service



"Fujitsu Siemens Computers gives us twofold security. We benefit from the strength and stability of a modern system on the one hand and from local presence and fast response when it comes to service on the other hand."

Bernhard Humborg, President, B. Humborg Kraftfahrzeuge GmbH & Co. KG

www.opel.de

Autohaus Humborg, a family-owned company now in the hands of the third generation of the founding family, has always been committed to continuity. Today, this is reflected in service quality, which is responsible for an exceptionally high level of customer satisfaction, as well as in the quality of the technology deployed to handle business processes. The company makes a point of looking for efficient solutions and future-safe investments. The introduction of the CARLO dealer management system from EDS Mid-market Solutions GmbH in combination with PRIMERGY servers from Fujitsu Siemens Computers represents a decision based on that forward-looking corporate strategy.

The Customer

Autohaus Humborg is a car dealership that is far from typical. For example, this authorized Opel dealership Bad Driburg, Westphalia, has been associated with Germany's second-largest carmaker for almost 80 years. Since 1927, when Humborg sold its first Opels, a lot has changed. Today, Humborg maintains branches in Höxter, Warburg and Paderborn in addition to its main location in Bad Driburg. Over the years, Humborg has

grown by taking over other dealerships and is now a multi-franchise operation that also markets Nissan products. The number of employees has also increased, and the company's organizational structures had to be changed to accommodate new needs. The deployment of CARLO dealer management software and the installation of our PRIMERGY systems made it possible to provide a forward-looking solution to meet these needs.



Autohaus Humborg shifts to a system with a big future—PRIMERGY with dedicated CARLO software for automotive retailers



The project starts to roll

Management of the Autohaus Humborg Opel dealership decided to deploy a new business software solution to create a single IT infrastructure for the company's four locations. From the very beginning, management knew exactly what kind of performance the new configuration would have to deliver. In addition, it was obvious that the ideal solution would have dedicated industry-specific capabilities. As a result, management opted for a system that would support all transactions in the areas of sales, service and parts, track all activities involving carmakers and importers and permit efficient implementation of controlling and marketing measures. In addition, it was necessary to find a system with multi-franchise capability since Autohaus Humborg also markets Nissan vehicles.

An innovation-driven solution for everyday dealership management

The CARLO dealer management system developed by Koblenz-based EDS Mid-market Solutions GmbH quickly caught the eye of Humborg's decision-makers. This followed a recommendation by Opel, which encourages the use of this certified solution for the automotive retailing industry by its dealers in Europe. The reason for this recommendation is compelling—CARLO's software core is based on Microsoft® Business Solutions Navision, an integrated business software solution used by well over 35,000 companies worldwide. EDS

Mid-market Solutions, an IT provider that specializes in seamless solutions for small and mid-sized companies, adapted this solution to the specific needs of the automotive retailing industry, and the result was a big success. Autohaus Humborg was the hundredth CARLO customer of EDS Mid-market Solutions. Today, some 2,500 users can count on CARLO for professional support to make their everyday work easier and more efficient. For example, CARLO gives them real-time access to data from all departments because the system stores and manages all information in a central database. Of course, it is only possible to take full advantage of this feature if the technology platform used to operate the database can deliver the required performance.

PRIMERGY servers speed things up

An analysis of the existing systems showed that the new functionalities and an increase in the number of employees from 40 to 60 would require a new IT infrastructure. As a result, it was decided to optimize the server landscape at the same time. Two Fujitsu Siemens Computers tower servers, a TX600 and a TX300, replaced the previous systems we supplied, which were still functioning perfectly but were simply old. The PRIMERGY TX600 with its four powerful Intel® Xeon™ processors is used as the database and the TX300 as the terminal server for communication with the branch locations. The high-availability Xeon™ dual-processor platform guarantees maximum

performance and dependability. A "Classic" service agreement covering both PRIMERGY servers give Autohaus Humborg additional protection against outages, and the client's investment is secure since the system can be expanded to accommodate growth or incorporate changes and improvements in the CARLO software.

Benefits for Autohaus Humborg

- Software solution chosen by 100 dealers for all locations
- Solid, expandable system architecture

Contact

Fujitsu Siemens Computers
Andrea Voigt
Heinz-Nixdorf-Ring 1
D-33106 Paderborn
Phone +49 (0) 5251 8 11679
andrea.voigt@fujitsu-siemens.com

EDS Mid-market Solutions GmbH
Bettina Barnes
Ludwig-Erhard-Str. 5
D-56073 Koblenz
Phone +49 (0) 261 8099 525
carlo-vertrieb@eds-midmarket.de

For more information:

Fujitsu Siemens Computers GmbH,
Rathausplatz 3-7, D-61348 Bad Homburg,
Phone: +49 (0) 61 72 1 88 - 00

www.fujitsu-siemens.com/casestudies

All rights reserved, including rights created by patent grant or registration of a utility model. All designations used in this document can be trademarks, the use of which by third parties for their own purposes could violate the rights of their owners.

© Fujitsu Siemens Computers, 08 • 2004
Printed in Germany