



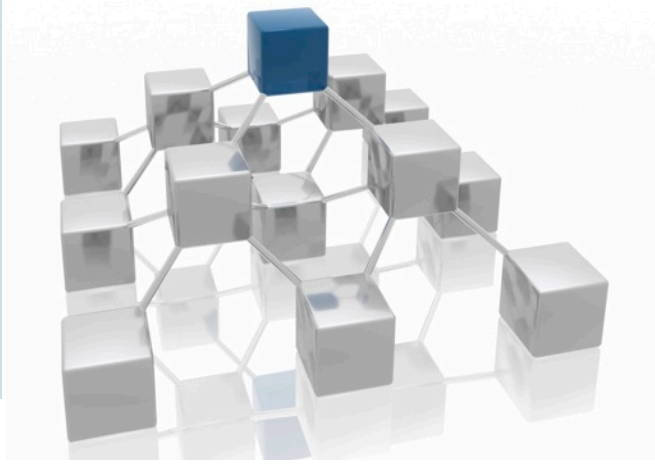
etl@work



# Honda Dealer network data migration



“Honda has been attempting Dealer Network Integration for the last ten years; with ETL this has now been achieved.”



## The Problem

Honda UK (HUK) Manufacturing is an innovative company, with a goal of constantly improving the level of service offered to customers through the dealer network. To achieve this required information to be passed to and from dealers accurately and fast.

However this level of integration between dealers systems and the Honda central systems did not exist. The network of more than 200 dealers use many different types of Dealer Management System (DMS) and this was difficult to manage.

The dealer network just didn't 'talk' to Honda directly or easily so something had to be done as HUK had wrestled with this problem for almost ten years.

## The Solution

Honda selected the DataHub Automotive migration solution from ETL to manage projects for Service Invoice and Used Car Sales and Parts Replenishment.

Service Invoice and Used Car Sales enables HUK to achieve the original goal of improving service by carrying out an after sales 'Insight' Customer Satisfaction Programme and Service Reminders for all UK dealers.

For the 'Insight' project, DataHub receives, validates and processes data from dealers systems.

Data is transferred from Dealers to ETL's dedicated Honda server at their offices in Bangor, North Wales, where it is verified, and consolidated with data received from HUK. The results are sent to HUK for customer satisfaction analysis and to generate next service date reminders.

Automatic Parts Replenishment is a reorder point system that generates orders based on sales history and projected customer demand. This data is transferred from the DMS to the secure Honda server at ETL, processed and transferred to Honda Europe's Automated Planning System in Brussels where automatic reordering of parts is generated.

## Results

The projects have revolutionised the way Honda works with dealers in a number of ways:

- Better communication, relationship and service to dealers;
- Supply chain efficiencies;
- Integration of dealers is now far quicker;
- Improved customer satisfaction;

## About ETL

ETL Solutions was founded in 2002 to solve complex data integration problems.

We deliver a data migration service using our own software tools Transformation Manager (TM) and DataHub and other best of breed tools as appropriate.

We have experience of delivering projects across industries with clients such as Honda, Electrolux, Thorn Lighting and BNP Paribas.

**ETL Solutions Limited, Technium CAST,  
Parc Menai, Bangor, Gwynedd. LL57 4HJ  
United Kingdom +44 (0)1248 675 070  
[www.etlsolutions.com](http://www.etlsolutions.com)**

