



# CARLADATA

Gesellschaft für Anwendersoftware mbH

## GERMAN PROVIDER FOR THE AUTOMOTIVE AFTER MARKET DRIVES THE NEXT GENERATION OF MOBILE ORDER ENTRY SYSTEM WITH SCO'S MOBILE PLATFORM

### WHY TAKE AUTO PARTS MOBILE?

- > *Improve efficiency of outbound sales force*
- > *Enhance customer service level*
- > *Maximize system and resource utilization*
- > *Faster responses to customer requests*
- > *Universal access to all business data*

### CUSTOMER OVERVIEW

Carldata has been developing software for the automotive after market for over 15 years. With primary operations in Germany, Austria and Switzerland, part order entry software in the market.

### THE CHALLENGE

"The automotive parts market is a small niche, with only about 1,500 potential customers," said Friedhelm Ahle, president and CEO, Carldata. "Because we serve a niche market with limited customers, we must provide high-quality software built on an application platform that will meet the growing customer demands and large influxes of data associated with the many automotive parts and suppliers." Information retrieval and storage on a secure database are also vital parts of Carldata's business.

With customers placing more than 2000 orders a day and shipping parts around Europe, both the customer and Carldata need to use and deploy an easy-to-use, reliable and cost-effective solution. Carldata software is also the enterprise resource planning system (ERP) for many customers, enabling them to have a single, company-wide system running everything from finance to manufacturing and logistics.

Therefore the application platform is required to be rock-solid and secure with the ability to configure hot or cold backup systems. In an increasingly competitive market climate, new emerging technologies need to be evaluated to improve customer service levels.

As such, Carldata was observing the trends in the emerging market of mobile access to existing business applications.



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*– Friedhelm Ahle, President and CEO, Carldata*



### THEY ASKED THEMSELVES "WHY NOT?"

Why not use mobile devices to allow the sales force to be more efficient? Why not allow the sales force to retrieve customer account and order information from any place at any time? And why not let them order products directly from their smart phones while in the meeting with the customer?

### THE SOLUTION

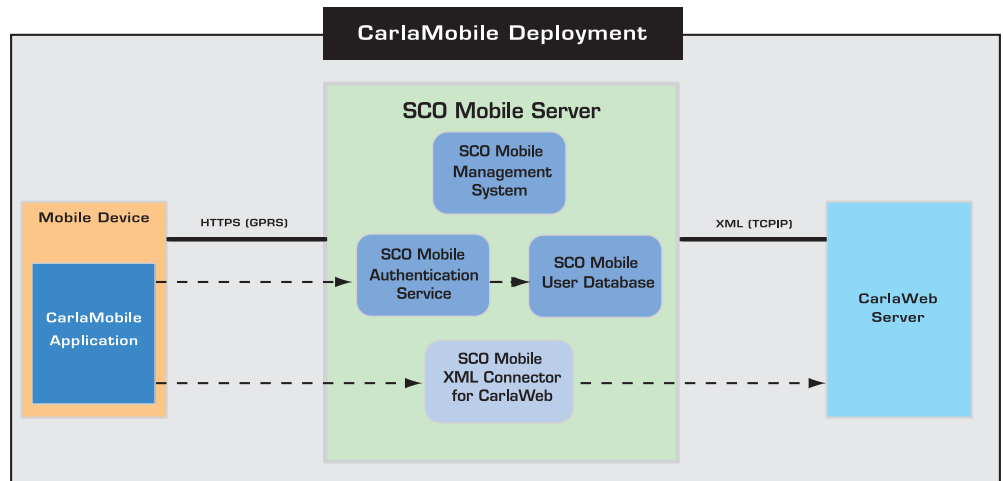
Carldata turned to SCO, the supplier of the operating system that Carldata uses for its servers. SCO had recently introduced its new mobile solutions platform, SCO Mobile and Carldata worked together on analyzing the requirements and Carldata's environment and application interface.

The SCO Professional Services team implemented the CarlaMobile order entry system for Windows Mobile smart phones for Carldata. The application allows the retrieval of customer data, looking up of available products and ordering of parts online from the smart phone. Training was also part of the project, so that Carldata now is able to modify and enhance the mobile application on its own.

### THE RESULT

Carldata's customers don't need to be in the office in order to check the inventory of parts in stock or to place an order for new parts. Carldata can sell CarlaMobile as a subscription-based service to open new business opportunities. At the same time, Carldata's current customers can be more agile and efficient when accessing their application through mobile clients.

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