



Mazda Motor Corporation

The Mazda Motor Corporation continually strengthens its reputation by winning critical acclaim for its engineering advancements and design innovations. Since 1970, Mazda dealerships have sold more than 16.5 million vehicles in the United States. These dealerships had an outstanding year in 2006, with new products like the CX-7 crossover SUV and the Mazdaspeed3. To meet the public's continuing demand, Mazda formulated a new business strategy that would allow its field force to better meet its dealerships' needs.

Objective.

With more than 900 dealerships located throughout North America, Mazda North American Operations wanted to ensure that its dealers received the tools and support they needed to successfully sell the company's popular lines of vehicles. Mazda corporate leaders set the goal that every month, each field manager must complete one formal contact with each of their dealers.

These field managers work on Mazda's front line. They interact directly with the dealers, supporting the needs of these critical partners. To facilitate these relationships, the field managers needed an easy-to-use process that would streamline their dealer interactions and allow them to access essential business applications and complete their daily duties remotely. "We wanted to give them a way to record their contacts with dealers in a more real-time basis," says James DiMarzio, Chief Information Officer of Mazda North American Operations.

Solution.

Mazda replaced 125 field managers' notebooks with pre-configured Dell® notebooks with embedded wireless access cards. The new notebooks allow the field managers to connect to must-have applications through Verizon Wireless Mobile Broadband service.

"When we found out about the limited liability and the low cost of the Mobile Broadband PC Cards, we thought they were a perfect fit for our new business strategy of making the field managers mobile and giving them access to the applications they need over the Web," says DiMarzio.

Mazda migrated the mobile field force from client-server applications to Web-based applications, accessible via Mazda's extranet. The mobile field force can easily read and respond to email, check inventory supplies, access analysis tools, view order updates and sales records, and enter reports in the dealer business contact (DBC) management system.

The field managers have enhanced mobility with Mobile Broadband service, and they have eliminated the hassle of managing multiple Internet connections.

MAZDA MOTOR CORPORATION WWW.MAZDA.COM

Company Description:

The Mazda Motor Corporation manufactures innovative vehicles that are both affordable and fun to drive. Headquartered in Hiroshima, Japan, and launched in Japan in 1931, Mazda has made its mark in the worldwide automotive market. Headquartered in Irvine, California, Mazda North American Operations oversees the sales, marketing, parts, and customer service support of Mazda vehicles in the United States, Canada, and Mexico through nearly 900 dealers.

Objectives:

- Help field managers increase the number of productive visits to dealerships.
- Provide field managers with an easy, reliable method of updating customer relationship management information.
- Update customer service information in real time.
- Create more accurate customer-relationship data.
- Reduce confusion over multiple connectivity options.
- Improve dealer support and increase dealer satisfaction.

Solution:

- More than 100 Mazda field managers access corporate applications via Dell notebooks with embedded Verizon Wireless access cards. These field service managers track their visits to

Results.

Implementing the new mobile business processes has helped Mazda field managers meet their goal of visiting 12 to 15 dealers per month, and keeping the DBC data up to date is no longer as time-consuming and unwieldy.

Before implementing the solution, the field managers were taking notes by hand and would later type them and upload them into the corporate application. "They could be on the road for a week or more and forget some details of the customer interaction or they could be overwhelmed by too much data and miss some of the details," says DiMarzio. "We needed a system that would facilitate keeping customer interactions, requests, queries—any form of communication—in sync with the DBC system."

Convenient wireless connectivity has revolutionized the process. Field managers can enter dealer visit reports from anywhere at any time. Because of the newfound ease, the field managers are entering data into the DBC system more often and including a richer set of data with more accurate details that is more reliable and up to date.

During on-site meetings, field managers' interactions with dealers are much more productive because the Mazda team has real-time access to valuable information. Field managers can present rich reports about nationwide sales and other metrics, which will ultimately help the dealers increase their overall sales and profits. If dealers have questions about parts availability, inventory, or average sales, the field managers have the answers at their fingertips.

The field reps are also enjoying the simplicity of a single connection. "They had dial-up on the road, high-speed access in a hotel, and cable from home. They were always having to change their Internet connections," explains Kai Sookwongse, IT Systems Manager for LAN and Web Services at Mazda North American Operations. "Now that they have wireless Mobile Broadband, everything is streamlined and we have no training issues."

In terms of cost savings, Mazda has eliminated hotel connectivity fees that the field managers were incurring when they traveled. The cost savings are nice, says DiMarzio, but he emphasizes that the upgrade to a mobile enterprise was to fulfill a business strategy rather than meet numbers. For Mazda, improving how it supported its dealers outweighed even the associated cost savings.

Another weighty benefit is competitive advantage. Having a mobilized enterprise gives Mazda an edge that other auto makers lack. According to DiMarzio, his team is aware of no other company that can offer these types of services to their dealers.

"We've been concentrating on helping dealers be more profitable and making it easier for them to do business with us," he says. "Being able to share corporate and customer information with dealers in real time gives us an advantage. Mobile Broadband and mobile applications are enablers that help us be more competitive."

dealerships and interactions with dealers in real time. Field managers can enter dealership information, develop analysis reports for dealers, and track back orders and availability, as well as access email, calendaring, and other corporate applications.

- Verizon Wireless Mobile Broadband service allows field managers to connect to corporate applications reliably and securely.

Results:

- Wireless connectivity helps Mazda meet its business goal of having each field manager complete one visit to each of their dealers every month.
- Dealers experience better service and support from Mazda.
- Dealer contact records are more accurate and are synchronized with field managers' recent activities.
- Mazda field managers have reliable wireless communication and access to corporate applications.
- Field managers spend less time updating dealer visit records in the DBC system.
- Field managers are more productive as evidenced by the number of contacts completed with no impact on their other responsibilities and required monthly activities.
- Hotel dial-up expenses are eliminated.

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