

IMPROVING ORDER MANAGEMENT AT DAIMLERCHRYSLER

VALUE OPPORTUNITIES

- *Achieve better control and visibility over the testing activity*
- *Automate the order management process replacing spreadsheet-based systems*
- *Add speed to order management*

TXT E-SOLUTIONS RESPONSE

- *TXTMAKE with MSO-APS component*

RESULTS

- *Better throughput within the testing division*
- *More accurate material supply*
- *Increased order traceability and transparent view of testing activity*
- *Elimination of repetitive tasks and physical paper handling*
- *Improved communication between workstations*

Corporate Profile DaimlerChrysler (www.daimlerchrysler.com)

is unique in the automotive industry: the product portfolio ranges from small cars to sports cars and luxury vehicles, and from versatile vans to heavy duty trucks or comfortable coaches. DaimlerChrysler's passenger car brands include Maybach, Mercedes-Benz, Chrysler, Jeep®, Dodge and smart. Commercial vehicle brands include Mercedes-Benz, Freightliner, Sterling, Western Star, Setra and Mitsubishi Fuso. With 384,723 employees and a global presence,

DaimlerChrysler achieved revenues of EUR 142.1 billion in 2004.

The collaboration with TXT involves the DaimlerChrysler's engine testing division for trucks.

Supply Chain Context

Within that division, new product developments are accompanied by intensive and highly sophisticated tests.

The design of a new part by the design engineer drives a prototyping phase in which the product sample needs to be tested under real conditions. Design engineers generate a test order including a number of measurements and assessments to be carried out on the new part.

Once they have identified which measurement they want to be undertaken, the test order is placed to the DaimlerChrysler's internal customer office. Here orders are planned and completed according to the internal operations workflow.

Suborders are generated to different departments outside the check area such as the assembly area, with the new part needing to be assembled in the engine and the measurement area. Supply orders to the internal warehouse are also generated in order to book parts and materials needed for the assembly.

With such a complex workflow for testing new parts, DaimlerChrysler decided to replace existing spreadsheet-based systems and a burdensome paper trail. With a manual system for order management and tracking it was difficult to monitor the ongoing progress of orders and have full visibility over the testing process.

DaimlerChrysler's Challenge

The group needed to find a more agile solution with the capacity to handle numerous orders quickly and accurately. Achieving this, however, would require a system that could map and evolve with the specific company's procedures, and that would be easily understood and embraced by DaimlerChrysler's staff.

Why choose TXT?

After surveying the market, DaimlerChrysler determined that TXTMAKE with its MSO-APS component was a really good match to tackle its order management challenges. One of the main contributing factors for the choice was the availability of a standard and stable system, being at the same time flexible enough to adapt itself to the special workflows of this division. Moreover, the project team expertise in the automotive sector played an important role.

The solution

Integrated with the group's Product Data Management system and Warehouse management system, MSO-APS is an end-to-end order management solution to support the whole life-cycle of an order from inception to fulfillment.

Users of the system are design engineers, members of the customer order center, fitters, as well as engineers in the test working places for a total of over 400 professionals. The solution efficiently manages the complexity of different types of orders and suborders in a way that minimizes users efforts. It makes available the following functions:

- Test order generation and processing.
A measurement catalogue is managed by the system and made available to design engineers which select the tests to be carried out from a standard list.
The solution makes it feasible to generate new orders from old ones with sensible time savings.
- Full tracking of the order status at every step of the way.
Authorized users modify the order status with rights protected by the system.
- Automatic generation of material supply orders to the internal warehouse. Possibility to manage materials ID and serial numbers, as well as their modification all along the assembly and testing cycle for a complete traceability.
- Activities recording with the possibility to compare initial test orders placed by design engineers with measurements actually undertaken and test results.
- Possibility to attach any kind of document to an order, which allows the complete traceability of documentation during the whole testing process for better communication among departments and improved quality control.
Microsoft technology allows for the fast and automatic generation of free,

unstructured documents by dynamically importing data from orders.

- Messaging system enabling the staff to interact real-time by rapidly exchanging structured and unstructured messages such as e-mails, with enhanced information sharing among workstations.

The solution has increased throughput of work within the division, by enhancing coordination among materials supplies, assembly and testing. MSO-APS reduces the level of manual work and repetitive tasks required for order management, while standardising communication among users and taking mounds of paperwork out of the business. Staff across the division now has complete visibility of the order progress and a transparent view of testing activity.