



# AVIA ASHOK LEYLAND MOTORS: Improved Sales Support

## The customer

AVIA was established in 1919 as a company focused on aircraft manufacturing and repairs. In 60s, the company transformed itself into automotive manufacturing. In 1987, AVIA produced nearly 20,000 light lorry cars and after 1989 the company has been reorganized. Since 2005, the company has been in hands of Odien Capital Partners, the automotive division has become a part of Indian's Ashok Leyland looking for a platform to expand into Europe. Ashok Leyland currently has five manufacturing facilities in India employing 12,000 people.

## The challenge

AVIA completed the deployment of Infor ERP MAX+ in cooperation with its implementation partners, Infor, S&T CZ s.r.o. and Your System s.r.o. AVIA now benefits from recently added functionality in Infor ERP MAX+ based on latest Web technology and direct B2B communication between existing systems.

## The project

Infor ERP MAX+ builds the core of AVIA's new configuration and ordering system for new cars, spare parts sales and after-sales services. The Infor solution enables AVIA to introduce a new way of graphical configuration and ordering cars directly through its website [www.avia.cz](http://www.avia.cz), giving a new impetus to dealers. Moreover, it facilitates the creation of a technical and production

documentation, bringing additional transparency into the company's manufacturing processes. Based on Infor ERP MAX+, AVIA also deployed barcode processing to accurately manage all inventory

Infor ERP MAX+ is an advanced solution supporting discrete series, unit and mixed-mode manufacturing. The solution provides highly integrated tools for manufacturing process management and covers all relevant areas focused on integrating efficient supply chain and Web-based communication processes. MAX+ has been especially designed for the automotive industry and machine tools segment.

## Benefit to the customer

- direct B2B communication
- online ordering for car dealers
- transparency for the company's manufacturing processes



"The new solution will help us to make our sales support more effective, improve planning and execution, and increase services quality for our customers."

Tomas Jiricka, CFO at AVIA ASHOK LEYLAND MOTORS

## S&T Czech Republic

S&T's market start in the Czech Republic took place in 2001 with the takeover of Neos Computer and it's 100%-daughter GCC Services. In 2003 S&T took over the czech branch of Fujitsu Siemens, in 2006 S&T bought the Grall group.

S&T Czech Republic belongs to the S&T Group, which, with about 3,000 employees in 21 countries and annual sales in 2008 of 513,4 million Euro, is the leading provider of IT consultancy, solutions and services for customers in Central and Eastern Europe, in the Germany-Austria-Switzerland (DACH) region and in China and Japan.

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