



## LUEG: New Dealer Management System

### The customer

With annual sales totaling 25,400 vehicles and EUR 621 million (2007), the LUEG group is one of the largest car dealers and service providers in Germany. The group has a total of approximately 1,650 staff, based primarily in the Ruhr area, the Sauerland region and West Saxony. The portfolio of services includes sales and servicing of the Daimler brands Mercedes and smart, as well as the Chrysler, Jeep and Dodge brands and the exclusive Ferrari and Maserati marques. The van Eupen division of the group also caters for Opel, Saab and Volvo cars.

### The challenge

CARBON, the Dealer Management System based on SAP DBM, is scheduled to be installed and in operation at all of LUEG's 17 regional locations, as well as at the company headquarters, by early in 2010. LUEG will then have a flexible and integrated system that forms the basis for future business success, thanks to IMG, Consulting Services of S&T.

### The project

CARBON is based on SAP Dealer Business Management (DBM) and completely fulfills all the requirements. It integrates corporate data and arranges the data in a uniform database. The previous, time-consuming task of entering data multiple times will thus be consigned to history. The system is also ad-

aptable to future requirements as further modules can be added at any time. The major investment will bring huge benefits for LUEG; CARBON gives users a complete view of customer information, with all the relevant data available at a glance – from basic customer data, factory orders and any open sales quotes to billing and financial accounting. Furthermore, the customer data can be analyzed and queries can be initiated, for example for customer acquisition campaigns. The LUEG service department will also benefit from the system: damage claims can be handled more quickly as many entries are already preset. Usually, all the prices will be available via the online access and the data completeness will allow immediate issuing of invoices. In addition, further manual steps involved in warranty processing will be superseded by the system and it will be possible to promptly make statements regarding any assumption of costs.

### Benefit to the customer

- relevant data available at a glance
- improved quality of customer service
- greater transparency for strategic decisions



“We have a clear vision: by 2011 we want to be one of the top ten best Mercedes-Benz dealerships in Germany and thereby ensure long-term success and jobs at LUEG.”

Jörg Scharwald, CEO at LUEG

### S&T DACH

With around 800 employees, S&T DACH is one of the largest providers of IT consulting, solutions and services in German-speaking Europe. Bringing S&T Austria together with German, Austrian and Swiss sections of the former IMG concern, which was taken over by S&T in early 2007, to form a single organization bundles the strengths of both parts of the company. S&T DACH is targeting upper mid-sized customers in Germany, Austria and Switzerland, presenting itself as a one-stop IT shop. From management consulting and the optimization of sector-specific business processes based mainly on SAP through to operation and infrastructure optimization, S&T DACH covers the whole spectrum of IT services. S&T DACH 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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