

Hyundai Nishat Motor leverages real-time, integrated data in the cloud with IFS

Since 2019, Hyundai Nishat has enjoyed a centralized IFS ERP solution, seamlessly ensuring dealerships across nationwide and have instant access to accurate, timely, customer sales information and vehicle aftersales records.

Established in 2017, the joint venture company needed a centralized system to underpin its new car sales, aftersales, warranty and maintenance operations spanning more than six Hyundai models. Management wanted a real-time, 360-degree view of information to analyze and monitor key areas such as customer leads, sales records, aftersales, vehicle servicing, maintenance, repairs and recalls.

We spoke with Shuja ur Rahman, Head of IT and ERP at Hyundai Nishat Motor: “In the process of reviewing several global vendors, our partner Millat Tractors, themselves also an IFS channel partner, demonstrated IFS capabilities already deployed across their own dealer network. Based on their success, the Hyundai Nishat board elected to take IFS. We recognized a solution that already supported global best practice for the automotive industry, including the advanced CRM and Supply Chain capabilities that were critical to us.”

A nationwide endeavor

The solution, which went live in October 2019, currently provides 150 IFS licenses, granting access to IFS for head office staff plus 15 dealer locations, each with eight users. Dealerships rely on IFS to take orders, track sales and process payments, manage aftersales services, warranty and inspections. “The system is already administering 10,000 customer records,” says Rahman. “By 2023, we expect our network to grow up to 30 dealers, and for our IFS licensing to double.”

In addition to importing CBU vehicles, the company also manufactures three Hyundai passenger vehicles and one commercial vehicle in Pakistan, with a back-office SAP S4/HANA ERP system for production and finance. Thanks to seamless integration between IFS and the SAP system, the entire car sales process, from order to handover, is now fully supported. With only few customizations required, the IFS core system remains almost completely standard. “Prior to April 2021, our team were having to enter data twice for each process - separately inputting into both systems. Since the IFS integration roll-out, the ability to operate single global data entry has reduced workload and man-hours by 50 per cent,” says Rahman.

About Hyundai Nishat Motor Private Limited

Hyundai Nishat is the authorized assembler, manufacturer, and distributor of Hyundai automobiles in Pakistan. With a growing distribution network through partner franchisees, the company employs 500 staff.





Real-time actionable insights

The most useful capability conferred by IFS, from a business-wide perspective, is access to real-time information. Explains Rahman, “Historically, relying on manual processes, especially across multiple dealerships, often meant critical information was hidden or delayed. Because our vehicles are ordered and paid for in advance by customers, our management needs the latest sales data to be able to understand demand for models, and to plan capacity and production.

“Since the introduction of IFS using the cloud, we have total visibility of our vehicle sales, pipeline and aftersales activities for customers right across the network, with anywhere, anytime access. Even facing challenges like COVID, forcing some staff to work remotely, we can still analyze the performance of sales campaigns and quickly consolidate and review feedback from customers.”

Configurable yet user-friendly screens

IFS Lobbies – easily customizable screens that can be configured to support specific user roles or processes – are especially useful. “We use Lobbies across the business. We like the speed and ease with which users can develop exactly what they need to display and visualize their data,” explains Rahman.

Despite initial fears of a new system by some dealers, following user training and hands-on experience using IFS, the system has been well-received. “The interfaces and screens are inherently intuitive,” observes Rahman. “The transition from manual to digital records has been smooth and welcomed by the network. It’s a big change for them.”

Benefits seen using IFS

- Real-time visibility across dealer network nationwide
- Anywhere access via cloud-hosted solution
- End-to-end data capture throughout vehicle ownership
- Accurate decision-making for campaigns and production
- User-friendly configurability within IFS Lobbies
- Minimal customization needed

Welcome efficiencies

On the recommendation of the IFS team, IFS is currently hosted in the cloud on Microsoft Azure. Explains Rahman, “Looking ahead, we’ll be happy to discuss other hosting options and service benefits offered by IFS. For example, minimizing latency is important, so using a Dubai or Singapore-based datacenter is potentially attractive.”

Rahman is also mindful of the resource efficiency available through IFS. “Compared to the other ERP Solutions, IFS doesn’t have the same memory demands for hardware,” he says. “This means that, in comparison, IFS is now less costly to implement and run on any hardware.”

Future growth

Whilst emerging from the pandemic is the current business challenge for most businesses in Pakistan, Rahman looks forward to post-COVID growth with IFS. “Initially we plan to configure more IFS modules, for example Financials, which would give us further useful visibility, such as profit and loss across each dealership in the network. We are also interested in looking at IFS Document Management, so that we can upload and store binary documents such as .pdfs, images and video to support our warranty, service and aftersales activities. Beyond that, once our network is fully established over the next three years, we’ll no doubt be investigating further IoT and big data opportunities.”

“By realizing fully integrated single data entry and access, IFS has reduced our administrative overheads by 50 percent”

Shuja Ur Rahman, Head of IT and ERP at Hyundai Nishat Motor

The Moment of Service™

Rahman sees IFS as a key strategic tool for Hyundai Nishat to deliver the best possible experience for customers. “We have all the information we need at our fingertips to serve our buyers efficiently,” he says. “Within the next year, we’ll even be introducing an application for customers that allows them to manage purchase from order to delivery via their mobile. This app will call directly on the underlying data and functionality now available within IFS.”

Find out more

Further information, e-mail info@ifs.com, contact your local IFS office or visit our web site, ifs.com

