

SALES & MARKET SOLUTIONS

VOLVO CONSTRUCTION EQUIPMENT

REFERENCE CASE

Volvo Dealer Network 2.0- An Extensible and Flexible Channel for Driving Dealer Business

With over 150 dealers and an additional 50 rental franchisees, Volvo Construction Equipment has a dealer base that spans across North America, Latin America, Europe, Asia, and International regions.

Volvo CE's Volvo Dealer Network (VDN) portal allows the company to provide dealers with a direct connection to the systems and information they need. Leading the way in the Volvo Group, Volvo CE first developed a dealer extranet portal in 2001. By 2004, Volvo CE was in need of a more flexible and scalable extranet solution.

A Global Communications Channel

To provide Volvo CE with a more agile environment, Volvo IT and Volvo CE migrated the original Volvo Dealer Network to Volvo's common extranet solution. Based on the VeBiz2 platform, VDN 2.0 utilizes Microsoft technology, such as Microsoft CMS and SharePoint, allowing for tighter integration with Volvo CE's public Internet and Dealer Sitebuilder environments and making it easier to target the company's key audiences.

"With the Volvo Dealer Network, we have one communications channel that drives a consistent message to our dealers around the world," says the VDN Global Manager Lynette Hobgood. "It provides a single entry point for business conducted between the manufacturer and distribution."

Dealers use the VDN 2.0 portal to access applications, order parts and machines, download important material, review reports, and process information. There are over 50 applications globally in the portal that dealers use to assist in running their business.

Improved Publishing Environment

Launched in January of 2005, VDN 2.0 has delivered a number of improvements to Volvo CE on the administrative side. The addition of centralized publishing tools, standardized content management deployment and an advanced document management solution have made it easier and faster to publish information on local, regional, and global levels.

With the 2.0 release, Volvo CE users are able to edit content in multiple languages from a single page, as well as to publish multi-lingual content to one or many regional sites at a time. This has enabled Volvo CE to more efficiently communicate with dealers in Asian and Latin American markets.

"We now have more dealers using the Volvo Dealer Network from both Latin America and Asia," says Hobgood. "VDN 2.0 supports Korean & Chinese characters, allowing us to increase our connection with emerging markets."

Enhanced Personalization for Dealers

New features in the portal, such as enhanced personalization and single-sign on for a number of

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A Flexible Solution

With VDN 2.0, Volvo CE has gained a more scalable and flexible portal. Migrating to Volvo's extranet platform has not only provided improvements for Volvo CE and its dealers, but also has enabled Volvo CE to expand the portal concept to target additional partners.

With the ability to implement a new portal in as little as two weeks, Volvo CE has taken advantage of the quick-to-market approach to implement specialized portals for sub-dealers and key customer segments at an affordable cost. Providing a scalable and flexible platform, VDN 2.0 is helping Volvo CE to effectively communicate with its current contacts, while at the same time strategically prepare for future growth.

applications, have also made VDN 2.0 more user-friendly to the dealer community.

"As a regular user of the VDN, I want to compliment Volvo CE with the 2.0 version. It looks great. Thanks for making our job easier and more efficient," says Jan van Oers, Manager of Operations for Kuiken NV CEN CS.

One of the new features to make the biggest impact with dealers is the ability to create "quick links", which provide shortcuts to each dealer's top five areas in the portal. This enables frequent users to quickly locate the data they need.

"VDN 2.0 is an excellent addition to an already easy-to-use, Volvo system. It is much better with the addition of Quick Links. I like being able to save the features that I use most often without having to go through the entire site," says John Tomlinson of Golden Construction Equipment.

VDN @ at Glance

- Single channel for collaboration with dealers worldwide
- Centralized content editing for multiple languages
- Enhanced personalization from Microsoft Active Directory
- Advanced document management based on Microsoft Sharepoint
- Scalable & flexible environment for future growth

VOLVO

Volvo Information Technology AB

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