BENTLEY

URL: www.bentleymotors.com
Industry: Automotive
Country: United Kingdom

Bentley Motors

Bentley Motors steers onto web in record time with Micro Focus OnWeb

Challenge

Accessing Bentley's dealer warranty, parts and service history applications required Bentley dealers to perform a multi-step process including several sign-off and authentication steps. This added to costs, increased administration and transaction time and reduced the time dealers spent closing sales opportunities.

Solution

> Micro Focus OnWeb®

Bentley Motors

Headquartered in Crewe, England, Bentley Motors is a premier manufacturer of luxury performance automobiles. It is known the world over for quality, performance, and craftsmanship.

At Bentley Motors, unrivalled levels of craftsmanship, power and performance come together to create one of the world's premier automobile lines. Throughout its long history, Bentley Motors has gained an international reputation for creating luxurious and powerful automobiles to the exacting specifications and needs of its highly discerning owners.

Cumbersome multi-step process hindered dealers' effectiveness

A central IBM AS/400 host at Bentley headquarters runs the dealer warranty, parts and service history applications. The host is attached to a Windows NT network. Dealers had to perform a multi-step process to access the AS/400 applications. First, they had to connect to the Internet using dial-up connections from a limited choice of service providers, regardless of any existing Internet connection already in place at the dealership. They then faced several sign-on and authentication steps in order to access the Windows NT environment and the AS/400 applications. These procedures added costs and increased the time needed to perform transactions.

"By listening carefully to their feedback, we determined that a simpler, streamlined process would allow our dealers to spend less time on administrative tasks and more time selling," says Mike Mayer, Technical Support Manager at Bentley Motors. "Providing fast, Internet-based access seemed like the smart way to go."

Highlights

> LAN-based internet connections avoid firewall configuration issues

> Dealer satisfaction increased through simplified systems

> Zero-footprint solution allows anytime, anywhere access while reducing support costs

> "In today's uncertain market conditions, it's more important than ever to choose a business vendor and partner that you can trust. Based on their long-standing experience and demonstrated expertise, we feel very confident and secure in our selection of Micro Focus and their OnWeb solution."

Mike Mayer,
Technical Support Manager, Bentley Motors

As an astute marketer in the automotive industry, Bentley understands it really has two sets of customers: Those buying its cars and their own Bentley dealers. As independent businesses, the dealers must be kept productive and motivated to sell automobiles.

When a customer comes in for warranty repair work on a car, the dealer had to perform the multi-step log-on process to the AS/400 applications and then complete the appropriate forms requesting reimbursement for the warranty repairs from Bentley Motors headquarters. "Any delay in submitting claims and receiving reimbursements can be frustrating for our dealer partners, who are key to our success," notes Mayer. Therefore, the company needed to implement a simple solution that could be rolled-out quickly and cost-effectively.

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> **Mike Mayer,**
> Technical Support Manager, Bentley Motors

Migrating AS/400 applications to the web streamlined the process

Bentley Motors migrated its AS/400-based dealer warranty, parts and service history application onto the web, quickly and cost-effectively, by deploying a zero-footprint Micro Focus OnWeb Host Publishing solution. This gives 150 Bentley dealers around the world instant access to the warranty and service applications from their web browsers, eliminating the need for the dial-up connections. The new web-based solution saves time and money, raises productivity, and increases dealer satisfaction.

"After evaluating the alternatives, we decided to go with Micro Focus OnWeb," says Mayer. "Micro Focus demonstrated experience in solving similar problems for other customers. This was an important factor and we were delighted at how quickly we were able to deploy the solution to all 150 dealerships around the world."

Micro Focus OnWeb Host Publishing is a zero-footprint implementation that provides on-the-fly, green screen-to-HTML conversion for an instant solution to the Bentley dealer access issues. As Bentley discovered, Micro Focus OnWeb Host Publishing instantly transforms traditional host applications into Web-based solutions, without the high cost of rewriting applications or changing back-end systems. With Micro Focus OnWeb, companies such as Bentley can deliver business information to users anywhere, on any device, from any source.

"In today's uncertain market conditions, it's more important than ever to choose a business vendor and partner that you can trust," Mayer continues. "Based on their long-standing experience and demonstrated expertise, we feel very confident and secure in our selection of Micro Focus and their OnWeb solution."

Faster, easier access reduces cost and improves customer satisfaction

The Micro Focus OnWeb solution means that the Bentley dealers could use the Internet connections that already exist at the dealerships rather than dedicated dial-up connections. It also eliminated the Citrix front-end requirements, so dealers obtained faster and easier access and reduced the systems maintenance overhead for Bentley's IT department. In addition, being a web browser-based solution, Micro Focus OnWeb is easy to use and reduces the need for specialized dealer training and support.

About Micro Focus

Micro Focus, a member of the FTSE 250, provides innovative software that allows companies to dramatically improve the business value of their enterprise applications. Micro Focus Enterprise Application Modernization, Testing and Management software enables customers' business applications to respond rapidly to market changes and embrace modern architectures with reduced cost and risk.