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PROJECT TYPE

ERP, CRM, Warehouse Management, Accounting, Analysis and statistics

TECHNOLOGIES

Ruby on Rails 4.0, Nginx, Sidekiq, Redis, Faye, PostgreSQL, CoffeScript, JQuery, Bootstrap

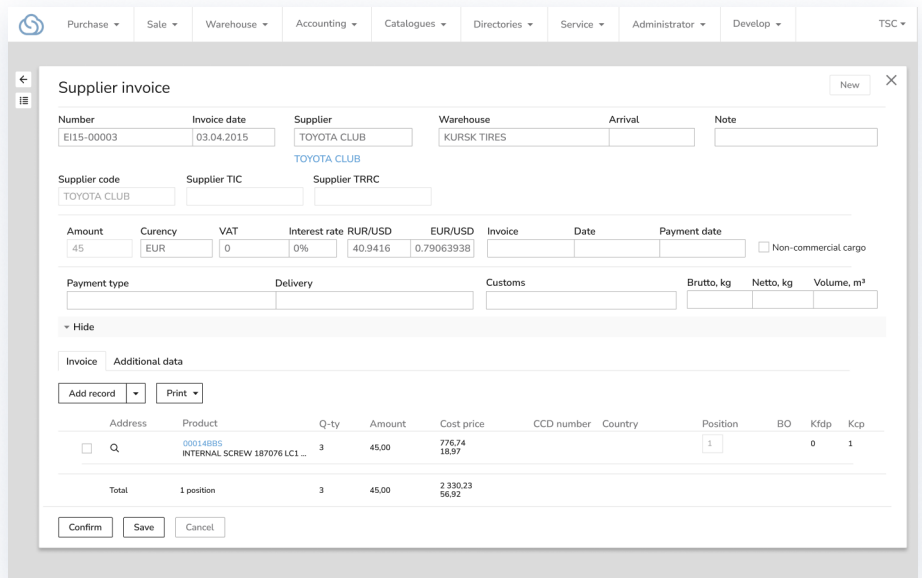**DURATION**

2+ years

METHODOLOGY

Scrum, Kanban

TEAM

5 Senior Developers
3 Middle Developers
1 Front-end Developer
1 QA Engineer
Part-time Scrum-Master

sumatosoft.com

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Client: Business Car Group (Toyota, Lexus)
Industries: Business & Finance, Transport
Region: Russia, Moscow
Website: business-car.ru

Toyota Custom ERP/CRM System

ScaLex is an ERP system developed for the Business Car Group, the Largest car dealer, representing such brands as Toyota and Lexus in Russia. The company has Lots of sales and maintenance centers across the country.

The client used to have a set of old IT solutions developed more than 10 years ago. These solutions became outdated, didn't meet the modern business requirements of the company, represented uncoordinated tech platforms which support and improvements were expensive and not efficient.

The company plans to develop this complex packaged product and to sell it in future as a SaaS service.

Business challenge

The project aim is automation of the all car-dealer's business processes includng:

✓ Customer support during a new car purchase (test drive, insurance, credit, trade-in, additional equipment, registration in motor licencing and inspection department);

✓ Customer support in car service (repair, servicing, spares);

✓ Spares purchasing and registration;

✓ Accounting;

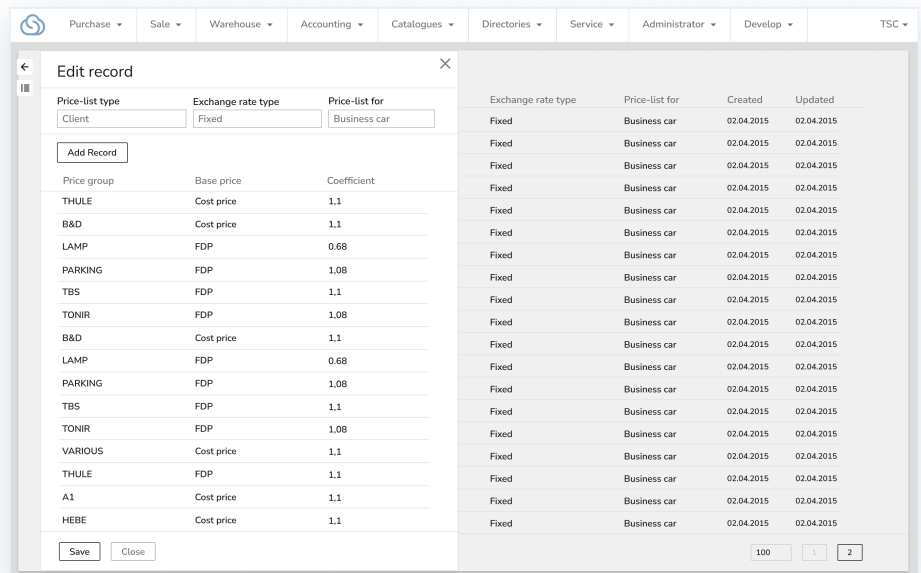✓ Human resource management;

✓ Data analysis.

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As some part of the car-dealer's business has been automated, there is a need to integrate new solutions with the working ones and eventually to replace them with new functionality.

Our solution

To hasten the system development and implementation, and to reduce the time between first release and receiving feedback from real users, we chose Ruby On Rails 4.0 and the Scrum methodology to use.

The system supports various DBMS: PostgreSQL and MySQL. Native JavaScript and BootStrap were employed to create interactive UI.

To automate the work with clients, we have developed the most popular module — CRM. The module includes virtual desktops for each employee role interacting with the dealer's clients. The desktop includes the a set of tasks concerning customer support. For services and documents circulation automation we have developed such modules as «Service», «Spares», «Accounting».

Other features:

✓ The navigation in the system is realized without browser pages reload.

✓ The application has a flexible security system, which allows adding and editing access rights of the users.

✓ The system has also an interface for the interaction with the previous systems used by the customer.

Results & benefits

After the implementation of the CRM module many company's processes of selling and servicing cars were automated, the company has reduced the operational costs, hastened sales cycles and improved customers retention rates.