



PT TOYOTA-ASTRA MOTOR COMPANY EMPOWERS USERS WITH REAL-TIME MOBILE REPORTING

PT Toyota-Astra Motor Company (TAM) is a joint venture between Japan's Toyota Motor Corporation and Indonesia's PT Astra International conglomerate. TAM is the sole distributor of Toyota vehicles in Indonesia. Its network includes 8,000 employees working across 39 dealerships, 7 distribution centers, and 350 showrooms and workshops. TAM currently dominates the Indonesian marketplace with 30% market share.



Applications

MicroStrategy Mobile

"As we work to transform our company using greater levels of data insights, MicroStrategy is the critical platform that connects everyone and everything across our business. It's helping us deliver the right information, to the right people, at the right time."

—Wilbertus Darmadi
Head of Information Systems

Business Challenges

TAM's journey to becoming an Intelligent Enterprise required empowering its people with trusted, real-time information. Company leadership recognized four key areas where this capability would be critical: monitoring daily retail sales by vehicle type and model, having insights into operations at the showroom level, having the ability to forecast sales volume, and having access to a prescriptive analytics tool.

Venturing to the Intelligent Enterprise

To address the company's four critical business and IT challenges, TAM hosted a bakeoff to learn how vendors including QlikView, Tableau, and MicroStrategy could support their business in this initiative. With sophisticated dashboards and intuitive self-service analytics, MicroStrategy stood apart from the pack and was selected as the company's BI standard in 2013.

Without taking advantage of MicroStrategy education and without truly understanding users' data needs, MicroStrategy's initial adoption was limited. Seeking to rapidly empower users with real-time data to run a better business, the company ran a focus group in 2015 to better understand the needs of its business users.



From this inflection point, analytics adoption has skyrocketed at TAM and the effects are being felt across the enterprise. Excel-based sales reports that once took 72 hours to process where now instantly available—and could be accessed on the showroom floor via a mobile device.

In addition to Sales, the Marketing and Finance teams at TAM are using the platform to increase transparency, while ensuring data governance and integrity—working to make better, faster decisions.

Before MicroStrategy

- Excel-based sales reporting took up to 72 hours to process
- Manual reporting and analysis inhibited productivity

Goals

- Empower users with real-time data to run a better business
- Build a more efficient self-service BI system

After MicroStrategy

- A single version of the truth connects 350 showrooms and workshops
- Reports that once took 3 days are now available instantly—on a mobile app
- Self-service analytics empower 400 employees to make better decisions

Ready to learn more?

Speak with an expert and request a demo.

E-mail Us: infosg@microstrategy.com

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