



ORDERS ARE IN THE FAST LANE AT AUTOTRADER.COM—THANKS TO BPM

Challenge:

AutoTrader.com wanted to fill orders faster. A manual process was a roadblock to increased agility, faster revenue generation and higher customer satisfaction.

Solution:

Using the webMethods Business Process Management Suite (BPMS), AutoTrader.com created an electronic sales order system to accelerate orders and satisfy customers. Business leaders can check order fulfillment status anytime using webMethods Optimize for Process. They can measure Key Performance Indicators (KPIs) to see where to make improvements. The company yields even more benefits by adopting CentraSite, ARIS MashZone and ARIS Express.

Benefits:

- 70+ percent faster order fulfillment
- 100+ process steps orchestrated across staff and 20+ systems
- 94 percent of process steps now automated
- 400 percent reduction in orders that need clarification
- More satisfied dealers, which represent the largest share of revenue
- Increased productivity—the right people focus on the right tasks
- Proactive alerts enable staff to address issues immediately
- Simpler integration and easier changes—ideal after mergers & acquisitions
- Optimized personnel, hardware and software costs



AutoTrader.com, created in 1997 and headquartered in Atlanta, GA, USA, is the Internet's leading auto classified marketplace. The company has more than 2,000 employees, over 20,000 customers and offers one convenient location for people to shop for more than 3 million vehicle listings. The site attracts about 15 million visitors every month.

Get There Faster.™

“We’ve cut fulfillment time by **greater than 70 percent. We have unparalleled visibility into the heartbeat of that core business process.”**

Rob Andrzejewski | BPM and SOA Manager | AutoTrader.com

Time for a change in direction

AutoTrader.com had outgrown its homegrown application based on Lotus Notes/Domino. Called MAT (short for My AutoTrader), the order fulfillment process was taking too long for a fast-growing company that processes thousands of orders and contracts a month.

To drive up customer satisfaction by speeding up orders, AutoTrader.com adopted BPM using webMethods. By processing electronic sales orders, the company delivers on its promise of helping dealers realize a faster turnaround on their investment.

One process, 100+ orchestrated steps

Creating electronic sales orders is part of a multi-year effort “to really transform the way sales processes and customer support processes operate,” Andrzejewski said. Already, in just months, orders are filled more than 70 percent faster.

“Once an order is entered, we pick it up in BPM, and we handle all the fulfillment orchestration. Right now, it’s about 100 orchestrated steps,” he said. “There are only six human tasks in the process.”

The process, built using four process models, interacts with 20-plus different data sources and systems—for example, the inventory system, billing system contract fulfillment database, and their Enterprise CRM platform. The workflow component of webMethods BPMS manages this orchestration.

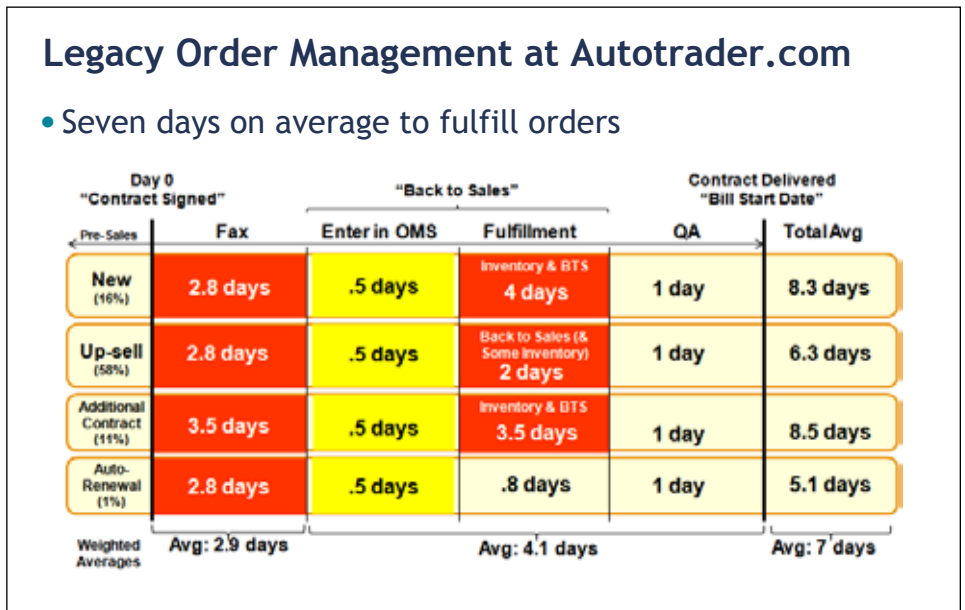
Now, with BPM, activities are being compressed into a single day, Andrzejewski explained.

Relevant tasks are assigned immediately to the right people, who are alerted to work on their queues. Less than five percent of orders need to go back to sales for clarification—a 400 percent improvement.

“Unparalleled visibility” into performance

Business Activity Monitoring (BAM) software puts business managers at AutoTrader.com in the driver’s seat. They can see, for example, how long it takes to complete assigned tasks in the order process so they can proactively make improvements.

“Business and IT have complete transparency into the operating pulse of the process,” Andrzejewski said. “We have unparalleled visibility ... there’s no more guessing. You know who’s doing what, when and how long it’s taking.



Before BPM, Autotrader.com needed seven days on average to fill orders.

“There is instant notification when problems arise. That allows the business to correct problems and address issues as they occur and not find out that a contract is stuck in fulfillment tomorrow.”

On the road to resiliency

From fragile to flexible is Andrzejewski how describes the improvement.

“Making a change to the order fulfillment process today in BPM versus making a change in the fulfillment process in the MAT system along with the requisite training and job aids, I mean we’re talking leaps and bounds in our ability to make a change,” he said.

With webMethodsAutoTrader.com can tie its orchestration layer directly into its Service-Oriented Architecture (SOA). The solution is more flexible, more robust and less prone to errors. It’s “just making life a lot easier for us,” he said.

With webMethods, AutoTrader.com is able to work smarter rather than harder. Dealers, for example, can make changes directly to their contracts while costs for personnel are reduced. Software and hardware costs will also go down as the company retires old systems.

KEY COMPONENTS

webMethods BPMS is the foundation of the electronic sales order system, accelerating fulfillment by more than 70 percent.

webMethods Integration Server, an Enterprise Service Bus (ESB), eliminates the costly constraints of point-to-point integrations and enables easier integration of IT assets.

webMethods Adapters simplify plugging existing applications into the ESB.

webMethods Optimize for Process, a BAM software, provides real-time visibility into performance.

webMethods Composite Application Framework (CAF) is an easy-to-use development environment that works seamlessly with webMethods BPMS.

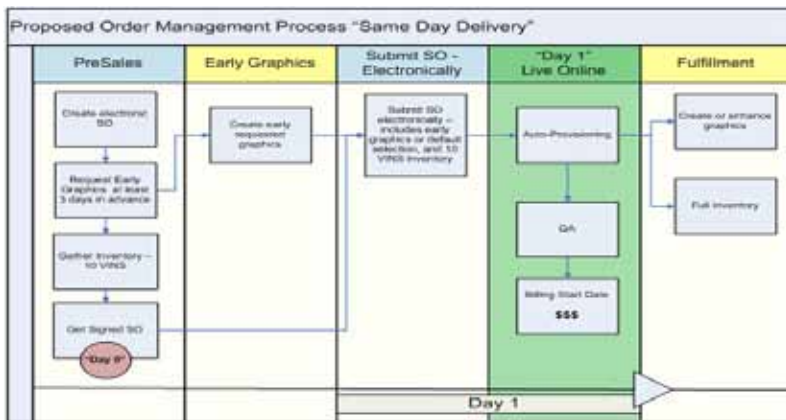
CentraSite will be used for SOA governance and policy enforcement.

ARIS MashZone will be used to combine data from different sources in business mashups or dashboards to simplify reporting.

AutoTrader.com employees also use **ARISalign** to collaborate on processes and ARIS Express modeling software.

Order Management Improvements

• Achieve Same Day Delivery through Process Improvements



The aim is to fill orders in one day using webMethods. In the pilot program, orders already are filled more than 70 percent faster.

ABOUT SOFTWARE AG

Software AG is the global leader in Business Process Excellence. Our 40 years of innovation include the invention of the first high-performance transactional database, Adabas; the first business process analysis platform, ARIS; and the first B2B server and SOA-based integration platform, webMethods.

We offer our customers end-to-end Business Process Management (BPM) solutions delivering low Total-Cost-of-Ownership and high ease of use. Our industry-leading brands, ARIS, webMethods, Adabas, Natural, ContraSite and IDS Scheer Consulting, represent a unique portfolio encompassing: process strategy, design, integration and control; SOA-based integration and data management; process-driven SAP implementation; and strategic process consulting and services.

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