



FADEL PARTNERS
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INDUSTRIES:
Business Services
Financial Services
Health Sciences
Higher Education
Media and Entertainment
Publishing

ANNUAL REVENUE:
\$100M - \$175M

EMPLOYEES:
100

ORACLE PRODUCTS AND SERVICES:
Oracle BPEL Process Manager
Oracle Enterprise Service Bus
Oracle Application Server
Oracle Database Enterprise Edition
Oracle Application Developer Framework

- KEY BENEFITS:**
- Ubiquitous access to repair information
 - A simpler more logical User Interface
 - Flexibility and speed in providing new services or integrations
 - Return on investment due to increased work productivity and system reuse
 - Cost savings during the Repair Order process

Atlantic Detroit Diesel-Allison Improves Customer Service Levels and Satisfaction with Fadel Partners and Oracle SOA

"Oracle's SOA Suite helped our company achieve efficiencies and cost savings throughout our Services department. We achieved a higher level of customer satisfaction due to the real-time data that is now visible to a Service Manager."

– Will Ortiz, Director of IT, Atlantic Detroit Diesel-Allison

A key differentiator between success and failure in the auto industry has direct correlation with customer service levels and customer satisfaction. The Service Manager application implemented by Fadel Partners streamlined the repair order process for Atlantic DDA while integrating to an existing back office financial system.

Atlantic Detroit Diesel- Allison (Atlantic DDA) is an Auto Industry Servicing company engaged in the sale and service of diesel and alternative fuel engines, transmissions and related components, parts and accessories, for equipment serving various On-Highway and Off-Highway markets. It is an understatement that the global automotive industry is undergoing unprecedented turmoil that has found its most recent expression in a tightened credit market and declining consumer confidence. In addition, the familiar industry challenges such as volatile raw material costs and fuel prices have combined to create a business environment the industry has not experienced until now. In such a climate, automotive companies are in a race to increase utilization and obtain competitive advantage by improving their business transactions that sustain and grow core revenues by reducing operating costs, increase customer service levels and improve Customer Satisfaction. Such is the case of Atlantic Detroit Diesel Allison (Atlantic DDA).

The following case study describes how Fadel Partners implemented an Oracle SOA application for Atlantic DDA Service Managers tools to improve service levels and satisfaction by providing vital customer and service data quickly and efficiently from disparate systems in a cost effective manner. Furthermore, it describes how this implementation provided Atlantic DDA the ability to modify business processes quickly in order to conform to volatile business trends.

Atlantic DDA's core business which generates the most revenue for the company is the Repair Order process. The Repair Order process includes the documenting and billing of a repair or upgrade completed on customer equipment. Service Managers engage with customers as they bring their equipment into one of the five service locations for a repair or upgrade. Once a repair has begun and a mechanic starts to bill time to the order, it's the Service Managers who are responsible for communicating with the customer and explaining what is being worked on and how much it will cost. This is a vital communication between Atlantic DDA and their respective customers. Many of the items that are discussed during this timeframe are related specifically to financial information. Warranty information, available

"Fadel Partners replaced a very antiquated green screen system with a point and click Web-based system that made the users in our Service departments more efficient and enabled us to monitor and update information on our open repair orders in a timelier manner. This has helped reduce our days to close, meet our WheelTime metrics, and speed the invoice and warranty process."

Richard Weir
VP Service Operations
Atlantic DDA

as illogical page flow from screen to screen, locking users at inopportune times and preventing them from collaborating during transactions, and most importantly the system was not real time and could not be integrated into the Time Clock system for accurate billing. Gathering customer and equipment data from disparate systems was time consuming and created additional work for Atlantic DDA staff members who had to enter data into multiple systems.

The Fadel Partners SOA implementation increased customer retention rates by web-enabling and streamlining The Repair Order Process so that Service Managers could be more productive in providing customer satisfaction with a stronger focus on Service.

The solution implemented by Fadel Partners consisted of technologies offered by Oracle as part of their SOA Suite. Specifically Oracle Application Server, Oracle BPEL, Oracle Enterprise Service Bus (ESB), Oracle Database, and Oracle's Database Adaptor were used to integrate existing systems, and the Application Development Framework (ADF) was used as the underlying framework for the web front-end. The pre-existing repair order system which was built on an old AS400 was not retired during the project lifecycle but would be active in conjunction with the new system. This was done intentionally as the integration to the back office financial applications, still on the AS400 is tightly integrated to the Repair Order process. Atlantic DDA didn't want to go through an exhaustive over-haul of its infrastructure but simply wanted a way to harmoniously add a feature rich application front-end which would not cause any disruptions to the back office during the launch period. Additionally Atlantic DDA expressed interest in a partnership which would help them fully-enable some of their IT staff and allow them to participate in the project as team members. The team structure fostered a relationship which was conducive to knowledge sharing and provided Atlantic DDA critical insight which wouldn't have been gained through normal training classes or knowledge transfer sessions. Additional benefits achieved by this team structure included, the reduction of cost during implementation and the ability to nimbly add features in order to incorporate add-ons or functional enhancements as the need arose.

Fadel Partners and Atlantic DDA formed a strong partnership during the implementation of the Service Manager Repair Order System. Furthermore, Atlantic DDA is enabled to contact customers rapidly through new channels. Examples of these new channels include, email, fax, SMS and voice mail. True to the SOA vision, Atlantic DDA has also achieved a return on their investment by reducing integration expenses, increasing asset reuse, increasing business agility and improving governance over business processes pertaining to the Repair Order process. As a result of this engagement Atlantic DDA is looking to leverage Fadel Partners and Oracle to effectively increase work productivity within other lines of business. Fadel Partners is happy to report that 80,000 transactions per day are processed through the Service Manager Repair Order system built by Fadel Partners.