



Automotive Industry

About Us

Automotive manufacturing is a global industry and as per latest stats is producing over 70 million new cars per year, and represents a significant proportion of gross domestic product in developed countries. Eliminating vast stocks of unsold vehicles held in distribution parks around the globe represents potential savings worth billions. It is the increasing challenges for the IT to provide more sophisticated and transparent real-time information systems offering total visibility into the information flow.

Seanergy caters to the Automotive industry serving customers from across the globe for more than 4 years. Our insights position helps us envision business outcomes for our clients. Our solutions revolutionize the way the clients deliver their services.

We combine sophisticated technology to help our clients deliver effective solutions across the full spectrum of Automotive Manufacturing, Sales and Services by leveraging our extensive knowledge in Applications Services and Infrastructure.

Our global delivery model helps us deliver end-to-end Automotive solutions to our clients from various locations around the world.

Seanergy leverages an optimal resource mix to provide solutions for our clients. With a good number of Automotive domain experts, we have successfully formed global delivery blended teams that have worked with client teams to meet engagement objectives. Our teams comprise of resources having very good domain exposure, and are technology savvy that helps us provide delivery excellence to our automotive industry customers to meet their strategic and operational business needs.

Automotive industry is faced with barriers at all levels of supply chain challenges, resulting in inappropriate delays and most unfortunately not meeting the customer expectations.

These challenges have pushed Automotive companies like never before to innovate at "Internet speeds," which call for technology projects to be delivered in weeks or months, not years. Yet, no organization can afford to sacrifice routine application maintenance and application enhancement in order to accelerate the rollout of new systems

Seanergy helps the organizations to manage these challenges by offering expert custom software application development and application management services in the areas of automotive industry like Production, Marketing, Sales and Services.

Seanergy over the years has worked on multiple projects that are related to automotive industry. This experience has helped Seanergy to develop extensive automotive business domain knowledge and provide the niche services targeting specifically for this vertical.

ARS Reports: Reporting Portal Development

ASPEN Reporting portal is an easy to use, clutter free portal designed for the ASPEN Marketing services/AutoNation to help them evaluate the effectiveness of Smart Touch 2.0 program.

The Portal provides a set of reports categorized into Marketing, Services and Sales verticals. Reports are generated at both the Corporate and the individual Dealer levels. The reporting features include filtered based search and drill down on data at different levels and dimensions.

The portal is designed to have a secure and privileged access to data Built on the SQL server reporting, analysis and Integration services, these reports were provided with significant flexibility and scalability

Automated Daily Feed Processing:

The daily data feed has been automated using the SSIS packages which includes the ETL, Staging and processing the master data for the reports.

High Performance Reporting:

The reports are developed using SSRS and SSAS which have enabled a faster retrieval and ease to access data.

Report Subscription:

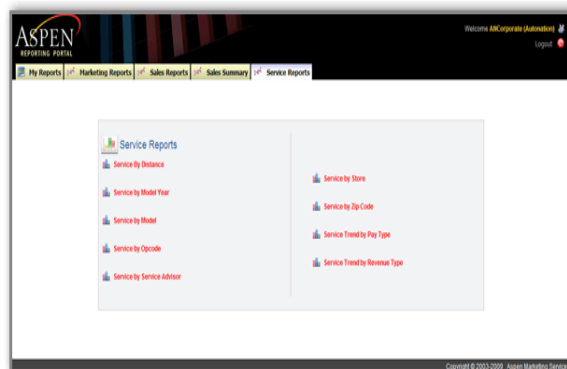
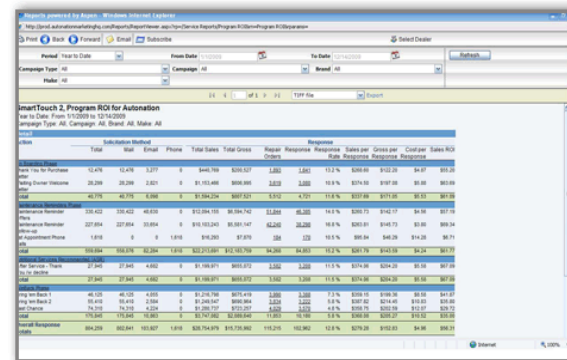
Report Subscription facility enables privileged users to configure for periodic subscriptions of various reports and be able to receive upto date report information in the format selected on a regular basis through E-mails.

Technology: Reporting portal is built using the asp.Net, C#.Net by leveraging the report generation using SSRS and SSAS cubes. SSIS packages are written to automate the business processes involved in generating the reports. SQL jobs were used to schedule the business process execution. Back end is SQL server 2005.

“Seanergy offshore team is excellent to work with, will go the extra mile and deliver excellent work.”

Mike Doobay

Director, Aspen Marketing Services, USA.

Sales	Distribution Method			Total Sales	Total Gross	Response			Sales per Gross per Dealer	Sales per Gross per Dealer
	Total	Mail	Phone			Response Rate	Response Rate	Response Rate		
12,478	12,478	1,277	0	\$4,766,769	\$2,932,127	1,863	15.7%	\$2,600	\$172.33	\$4.37
29,298	29,298	2,871	0	\$1,151,488	\$698,045	2,822	10.8%	\$414.00	\$137.00	\$5.85
41,776	41,756	4,148	0	\$1,584,242	\$1,030,172	4,685	11.8%	\$337.00	\$174.00	\$6.22

CE Migration : GM-Retail Marketing Services Website

CE Migration comprises of developing two modules pertaining marketing services namely Dealer Advantage (DA) and Business Central Advantage (BCA) for the General Motors.

Dealer Advantage

This is a direct mail program that gives the dealers an edge in retaining previous buyers and obtaining new ones.

Sent six times a year at regularly scheduled intervals to GM vehicle owners, current non-GM owners likely to purchase and GMAC SmartLease/SmartBuy customers whose contracts are due to expire.

Award winning creative features pre-selected vehicle images that correspond to the division the customers are currently driving and the mailers feature the most current GM incentive programs. Dealer Advantage is a core sales program that complements ST for complete customer sales and service coverage.

Dealer Advantage program features:

- Online manifest reports: Follow up with prospects and maximize sales — these reports include Federal Do-Not-Call processing
- Mailing lists: Our exclusive access to updated mailing lists from management sources and customer delivery records, plus GMAC SmartLease/SmartBuy customer information helps generate the best owner/conquest data for highly-targeted mailings.
- **Administration:** Little or no administration is required
- **Reporting:** Online data collection and reporting provides measurable results that are always a click away



“Very nice work and kudos to the team for fast and accurate turnaround. There is a high level of visibility on these products right now because they were handled by a 3rd party for so long and are now being managed internally.

On behalf of the product owners in Lake Orion and the team here in San Diego, thanks for a job well done. Your efforts and hard work are truly appreciated and do not go unnoticed here”.

Keep up the good work and get some rest

Chris Blumhagen

*Executive Director Marketing Product Development,
AMS, USA.*

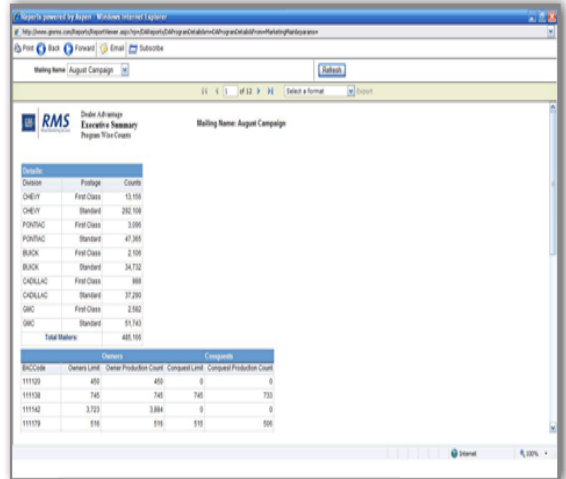
Business Central Advantage

This direct mail (self-mailer and postcard) program for the GM Business Central dealer* sends customized eye-catching mailers four times a year to encourage small business owners to add vehicles to their work force.

Business Central program features:

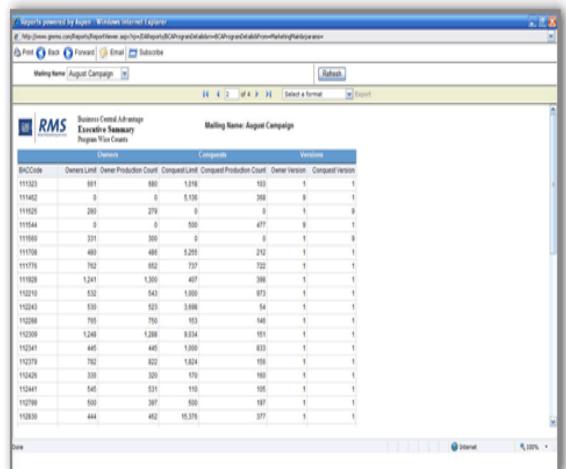
- GM Business Choice program - As GM continues to improve its program, the latest enhancements will be automatically integrated into customer's dealerized mail campaigns
- **Mailing lists:** continuously cleansed using list management sources and customer delivery records
- The best owner/conquest data available for highly targeted mailings, i.e., consumers interested Chevy or GMC mid-size to full-size trucks and vans
- On-line list management available
- Measurable results via easy-to-use data collection/reporting
- Automatic reimbursement through Commercial Reimbursement Advertising Account for dealers who have elected to participate in the Business Central Program

Technology: Input file processing consists of ETL. Batch programming is done in order to increase the efficiency of generating the production file comprising of the list of dealer wise customers for whom the programs are applicable, Google maps integration for the dealer to save the location image, Reports are developed using asp.net and C#.net by leveraging the report generation using SSRS. Business process automation is obtained through SSIS packages. Back end is SQL server 2008.



Vehicle	Package	Count
CHEV	First Class	13,108
CHEV	Standard	262,108
POWTRAC	First Class	3,006
POWTRAC	Standard	47,368
BUICK	First Class	2,108
BUICK	Standard	34,732
CADILLAC	First Class	968
CADILLAC	Standard	37,292
GMC	First Class	2,882
GMC	Standard	51,742
Total Mailing		482,188

BCCode	Owners Limit	Owner Production Count	Conquest Limit	Conquest Production Count
111103	400	400	0	0
111108	745	745	745	733
111142	3,723	3,884	0	0
111179	918	918	918	908



BCCode	Owners		Conquests		Invoiced	
	Owners Limit	Owner Production Count	Conquest Limit	Conquest Production Count	Owner Invoiced	Conquest Invoiced
111323	891	880	1,918	183	1	1
111402	0	0	5,136	288	0	1
111625	280	276	0	0	0	0
111544	0	0	500	477	0	0
111960	331	300	0	0	1	0
111708	480	488	5,255	212	1	1
111776	762	852	737	722	1	1
111928	1,241	1,300	407	388	1	1
112170	532	540	1,800	873	1	1
112383	530	623	3,888	54	1	1
112388	760	750	153	148	1	1
112300	1,248	1,288	9,334	161	1	1
112341	445	445	1,880	833	1	1
112379	762	822	1,824	166	1	1
112425	330	300	170	160	1	1
112441	540	531	1,150	106	1	1
112389	600	587	650	187	1	1
112330	444	462	16,376	371	1	1