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Client: Business Car Group (Toyota, Lexus)
Industries: Business & Finance, Transport
Region: Eastern Europe

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

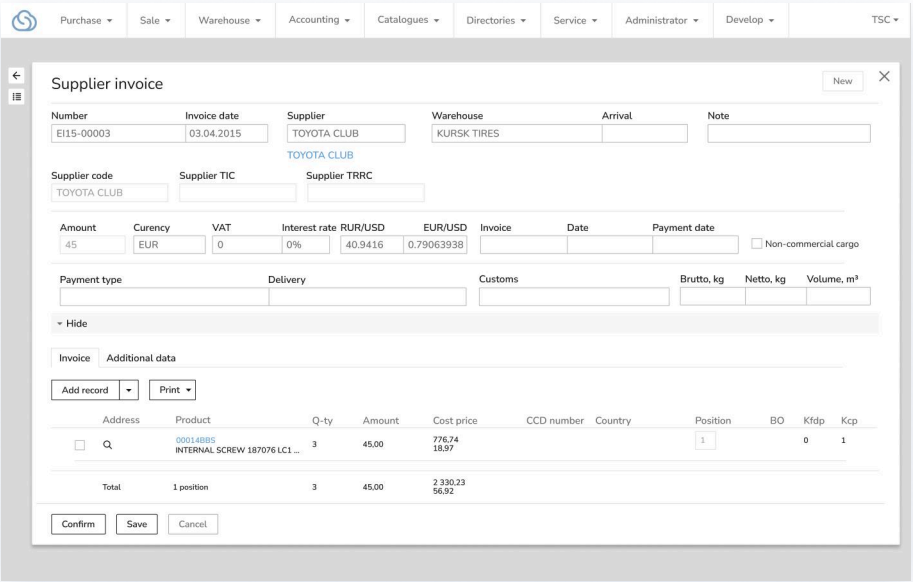
TECHNOLOGIES
Ruby on Rails 4.0, Nginx, Sidekiq, Redis, Faye, PostgreSQL, MySQL, CoffeeScript, jQuery, Bootstrap, HTML5

DURATION
2+ years

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

Toyota custom ERP/CRM system

A custom ERP/CRM for Business Car Group - Russia's largest Toyota and Lexus dealer network - that replaced a decade-old stack of disjointed IT tools with a unified platform, cutting sales cycles by 30% across 20 dealer centers.



Project background

The Business Car Group is the largest car dealer in Eastern Europe, representing such brands as Toyota and Lexus. The company has lots of sales and maintenance centers across Eastern Europe.

The Client used to have a set of old IT solutions developed more than 10 years ago. These solutions became outdated, failed to meet the company's modern business requirements, and relied on uncoordinated tech platforms whose support and improvements were expensive and inefficient. The company plans to develop this complex packaged product and to sell it in the future as a SaaS service.

Project Distinctive Features

- ✓ Navigation in the system without browser page reloads
- ✓ Flexible security system for user access rights management
- ✓ Interface for interaction with previous systems
- ✓ Supports various databases: PostgreSQL and MySQL
- ✓ CRM virtual desktops tailored for each employee role
- ✓ Dedicated modules for service, spares, and accounting automation

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When looking for a strategic IT-partner for the development of a corporate ERP solution, we chose SumatoSoft. The company proved itself a reliable provider of IT services.



Yuriy Semenchuk
General Director
of Scalex Co.Ltd.

Business challenge

The project's aim is the automation of all car dealers' business processes, including:

- customer support during a new car purchase (test drive, insurance, credit, trade-in, additional equipment, registration in the motor licensing and inspection department)
- customer support in car service (repair, servicing, spares)
- spares purchasing and registration
- accounting
- human resource management
- data analysis

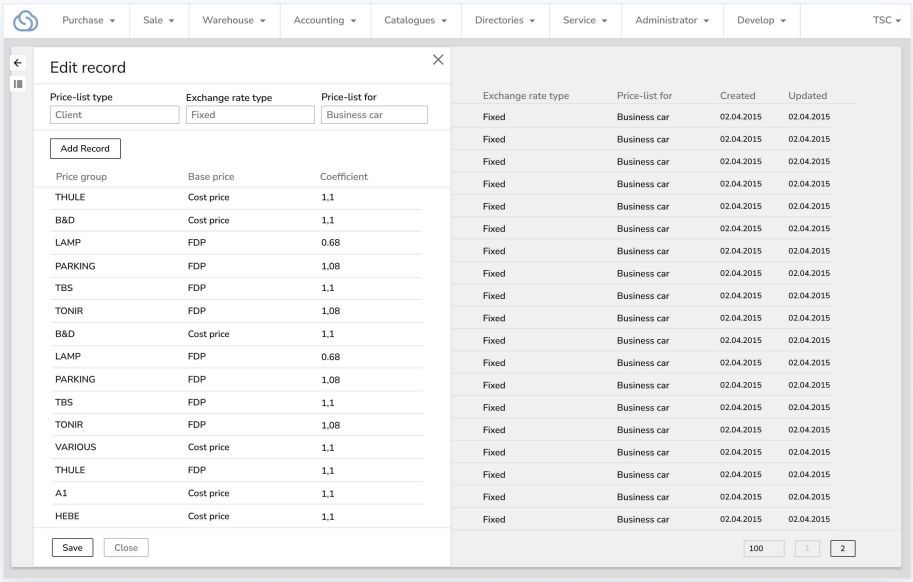
Additional challenge

Need to integrate new solutions with the working ones and eventually replace them with new functionality.

Our solution

To hasten the system development and implementation, and to reduce the time between the first release and receiving feedback from real users, we chose Ruby on Rails 4.0 and the Scrum methodology. The system supports various databases: PostgreSQL and MySQL. Native JavaScript and Bootstrap were employed to create an interactive UI.

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



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Other features:

- Navigation in the system without browser page reloads
- Flexible security system for user access rights management
- An interface for interaction with the previous systems used by the customer

Customer's benefits

The Sales team closed deals 30% faster after manual handoffs between fragmented tools were replaced by role-specific CRM desktops covering the full purchase flow - test drive, financing, trade-in, and registration. The operations team saw spare parts inventory turnover improve by 25%, with real-time stock visibility across all 20 centers replacing the spreadsheet-and-phone coordination that had driven supply chain delays.

What’s happening with the project right now?

CRM module has been successfully introduced in 20 centers; development of business functionality of other modules is ongoing.

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