

## BMW Group Financial Services Gets an Innovative EIS Tool



### THE CLIENT

BMW Group Financial Services (BMW GFS) is an international service provider for individual leasing and finance offerings, plus investment planning for private and business customers. In Scandinavia, Latin America, and around the world, more and more customers are using its attractive financial services.

BMW GFS North America is responsible for financing 75% of the BMWs sold or leased in North America. Over 300 separate product lines have been sold, with more than 600 dealerships continent-wide. Additional information is available at [www.bmw.com](http://www.bmw.com)

### THE CHALLENGE

BMW GFS needed to improve its methods of viewing vital corporate data such as budgeting, current financing options, dealer floor space availability, call center productivity, and current interest rates. Its sole method of reporting this information was by running queries against existing databases and re-keying information into Excel spreadsheets for presentation and monthly book purposes. Very little, if any, in-depth analysis could be done since most of the analysts' time was spent collecting information.

## THE SOLUTION

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BMW engaged Praxinet to develop and implement an Executive Information System (EIS) that could allow it to track data in the following seven areas:

- Financial – Profit & Loss/Balance Sheet, Risk/Return, Budgeting
- Subvention – BMW Corporate-subsidized leasing programs
- New Business/Dealer – applications accepted/declined, account delinquency, and financing by region, dealer, or make & model
- Dealer Financing – floor space/financing options to dealers
- Remarketing – all vehicles coming off lease
- Operations – call center productivity
- Interest Rates – daily, weekly, monthly, various terms

The engagement team conducted joint requirements planning meetings (JRPs) to gather BMW's system requirements. The team determined that the system would require seven data marts that would include data from the above areas. The engagement team took an iterative cube development approach to build the application. This methodology was based on an evolutionary life cycle, in which the application steadily evolved to produce the final system. The major benefits of this approach were validation of user requirements at an early stage, higher user commitment to the success of the system, and recognition of architectural issues early in the life cycle of the project.

Finally, the engagement team documented procedures and conducted system tests before training BMW GFS analysts, called Subject Matter Experts (SMEs), to have a full understanding of the new application.

## THE TECHNOLOGY

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Hyperion Essbase Multidimensional database  
Hyperion Analyzer  
SAP ERP System  
Microsoft SQL Server  
Microsoft Windows NT Server  
Microsoft Visual Basic  
Microsoft Excel

## THE BENEFITS

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The solution that Praxinet developed and implemented, called DecisionNetz, met all BMW's needs. The user-interface and corporate data was seamlessly integrated. The data extract, data scrubbing, and data loading routines were completely automated to populate the database. Corporate data was centralized and updated in real-time. Rather than spending valuable time compiling data from disparate systems, BMW GFS's analysts could leverage the data to make better mission-critical decisions.

The new system supported all the reporting and analysis needs of BMW GFS. Praxinet designed a dual-purpose, graphically based user-interface for use by both Executives and SMEs alike. Calculation scripts were constructed to allow for a variety of analysis using sophisticated modeling techniques. As well, DecisionNetz provided a facility for rapid ad-hoc report generation and distribution. In DecisionNetz, both executives and SMEs had the ability to quickly uncover financial, market, and operational trends—allowing BMW to more effectively leverage opportunities and reduce risks.

### About Us...

Praxinet, Inc. provides consulting and software solutions that improve business performance across government and private enterprise. Praxinet leverages its core competencies in strategic consulting, Internet technologies, and business intelligence to enable its clients to manage their operations more efficiently and intelligently. Praxinet has designed and developed mission-critical solutions for major clients such as Avaya, Swiss Re, Pitney Bowes, GE, Star Gas Partners, Deloitte & Touche, PricewaterhouseCoopers, Citibank, Pfizer, Verizon, UPS, IRS, NH Dept. of Health & Human Services, and Tishman Speyer Properties.

### For more information:

203.894.9000 x22  
info@praxinet.com  
www.praxinet.com

### Praxinet Inc.

63 Copps Hill Road, Ste. 200  
Ridgefield, CT 06877