



## IT Steers An Automobile Dealer Towards Higher Growth

Read on to discover how technology helped Cauvery Motors in automating its operations, doing away with slow manual processes, and thereby enabling it to provide quality services to its customers.

Established in 1994, Cauvery Motors is the parent company for a group of automobile dealers. It has gradually established a unique identity for itself within the industry. It owns four dealership units—Cauvery Ford, Advaith Hyundai, Garuda Autocraft and Akshara Motors (which sells Honda cars under the brand name Magnum Honda), which in turn operate about 32 showrooms spread across Karnataka. In the 90s, each showroom sold about 300 cars every year, but now, this has multiplied manifold and the company collectively sells as many as 23,000 cars.

### The role of technology

Cauvery Motors is a tech-enabled company, where the management knows the importance of adopting the latest technology to keep pace with the times. The company has automated most of its operations, leaving very few tasks to be done manually. The stack of technology tools that the company uses include equipment for diagnosing problems in cars and rectifying them. The 'Car-O-Liner' is one such equipment that the company uses in its workshops. V S Gupta, GM, Cauvery Motors, divulges more details: "When a car has been in an accident and its body gets out of shape or damaged, it is often difficult to get it back in shape. To treat such cars, we use a computer interfaced device, the 'Car-O-Liner'. The device helps to restore the original shape of the car." The 'Car-O-Liner' checks the car thoroughly and accurately reads specifications related to the vehicle's body shape as well as balancing factors like the chassis and body shell. Readings for different models of cars are recorded on the computer system. A software has been designed to get the correct readings. The damaged car's readings are diagnosed and the machine realigns the car.

Since most functions are computerised, manual labour is required only for fitment and placing. The company also makes use of software provided to it by car manufacturers, which helps to diagnose faults in a car's processor. Gupta elaborates, "All cars come with engines monitored by a processor. A Microprocessor is built into the engine and any fault can be diagnosed by this processor. Once the car is in the service centre, faults like malfunctioning in the ignition and combustion section show up in the readings."

### The move towards operations' automation

The company has centralised its systems related to inventory across its vast network of showrooms. Details about vehicles like sales, modifications Its vast network of showrooms. Details about vehicles like sales, modifications and other updates are entered into the dealer management system (DMS), following which the data is exported into the Tally ERP system for maintenance of internal records and to generate reports. Right from the beginning, the Tally system has been used as the accounting software in Akshara Motors, a branch of Cauvery Motors. Over the years, the system was upgraded from Tally 7.2 to 8.1 and version 9. In 2010, BE Solutions, a master Tally partner, implemented the Tally.ERP 9 system across all branches of Cauvery Motors. "Many features, which were not present in the Tally 9 solution, have been customised for Cauvery Motors, to give a better user-experience. The solution costs the company ` 8,100, annually, per branch," says K Karthik, solutions manager, BE Solutions. He further explains, "Earlier, details like the engine number, chassis number, key number, owners' name and purchase date were

stored in Excel sheets. However, as we are required to submit reports about sales, the owner of the vehicle, etc, to the government every year, this was a cumbersome task to perform on Excel sheets. Now, such details are recorded on the ERP system, and it has become much easier to search and generate reports.”

One of the key benefits of customising the ERP system has been that the data and operations pertaining to all branches have been streamlined and put on board a common, single ERP platform. “Previously, Tally 9 software was being used independently in all the branches and information was scattered across multiple locations. But with the ERP implementation across locations, it is possible to generate individual reports for each branch, as well as for the entire company. The data is stored on the Tally server. In case of Internet connectivity issues, we can still access the data easily,” Gupta acknowledges.

### SecurITy beefed up!

The use of an ERP system has also made the data more secure as it allows the IT administrator of the company to restrict access to vouchers. Karthik opines, “Cauvery Motors is a big company and security is a major concern. We have customised the solution by allowing employees restricted access to data. With these restrictions, one user cannot see another user’s data and a log is maintained to track any change made in the entries. So, information like who made the change in the data, at what time, and which were the details changed in the entry, can all be tracked.”

### The Tally support

The Tally.ERP 9 system comes with an SMS feature that enables users to send a query using the Tally.net feature and the system generates the reply. Karthik explains, “You can send a simple query like, “What is the cash balance?” and you’ll get a response if you are allowed access to such information.” Unlike Tally 9, Tally.ERP 9 comes with statutory updates that automatically revise tax rates.



VS Gupta  
Cauvery Motors



K Karthik  
B E Solutions

### Going forward...

Currently, Cauvery Motors records data on DMS and also enters it into the Tally.ERP 9 system. Soon the company plans to integrate the DMS with the ERP system to avoid duplication of data and save time that currently goes in maintaining the two systems. “We are also working at getting the payroll module onto the ERP system. The current system does not take into account tax-related information like the details in Form 16, the PF account, etc. We hope to include this too in the ERP system, soon,” concludes Gupta.