

DATA ANALYTICS

CUSTOMER STORY

# Auto group unleashes power of data

Greenway implements fast-track Qlik solution from DI Squared





## CUSTOMER STORY

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Brian Sorrell, Regional Controller/Director of Internal Reporting, Greenway Automotive Group

### Need to see the bigger picture

Business growth is a key aim for most enterprises, but it can lead to fragmented expansion in both location and geography. The result is a siloed landscape where it is difficult to see the big picture and ensure that reporting and processes are consistent across multiple sites.

This is particularly relevant to the automotive industry. Big groups are composed of many widespread dealerships, but their Dealer Management Systems (DMS) are mostly designed for single dealerships. Using them to compile consolidated financial reports is difficult and it is equally problematic to track productivity and trends or compare the performance of different stores.

One group to experience these problems is Greenway Automotive Group, a Florida-based organization which runs 46 full-service car dealerships – including prestige brands like Alfa Romeo, and American manufacturers such as Chevy, Ford and GMC – in several states including Alabama, Georgia, Missouri, South Carolina, Tennessee, and Texas.

With its old DMS, Greenway could only achieve one update a day and the ability to drill down on various issues and generate automated reports was limited. This meant that effective forward planning was also compromised.

“We wanted to obtain an enterprise-wide view,” says Greenway’s Regional Controller/Director of Internal Reporting, Brian Sorrell. “Some reporting was possible in the DMS used by our stores, but it was very difficult to easily get any enterprise level reporting across all locations. We wanted another layer of reporting above the DMS that could show us trends and market conditions; one where it was easy to customize and modify the views without having to go into 46 different computer system logons.”

### Solution Overview

#### Customer Name

Greenway Automotive  
Partner: DI Squared

#### Industry

Retail and Services

#### Geography

USA

#### Function

Sales

#### Business Value Driver

Reimagined Processes

#### Challenges

- Obtain a single consolidated view of 46 automotive outlets
- Drill down into data to form the basis for better business decisions
- Streamline group-wide reporting to arm sales teams with knowledge

#### Solution

Greenway Automotive has implemented a Qlik-based solution specifically designed for the automotive industry by Qlik partner DI Squared. It also uses the reporting tool Qlik NPrinting.

#### Results

- Saved \$250,000 in license and service charges by switching from previous solution
- Transformed the group from a disjointed collection of individual businesses into a cohesive and connected unit

## Rapid implementation of analytics solution from Qlik partner

Greenway decided to change from its existing DMS to a new management solution from the company CDK Global. At the same time, Greenway chose to implement a Qlik data analytics solution that has been specifically customized for the automotive market.

This comes from Atlanta-based data integration and visualization specialist, DI Squared, a Qlik Elite Partner since 2008 and Qlik's 2019 North American Solutions Provider of the Year. It incorporates Qlik Sense data analytics and the Qlik NPrinting reporting tool, running on top of the CDK system. Known for its rapid implementation process, it is now used by 500 dealerships across the USA. DI Squared delivers reports in 25% less time and at 50% less cost than other business intelligence (BI) solutions.

"What large automotive groups need is consolidated reporting from their dealer management systems but for many, that's non-existent," says DI Squared's Director of Analytics, Kyle Frye. "Financial reporting is impossible because you can have 100 stores spread across multiple DMS servers and none of them talk to each other. It's also difficult to see patterns and trends across a lot of new, used, service, parts and collision departments. All this generates massive amounts of data and our Qlik solution enables groups to do consolidated reporting on that."

DI Squared can get companies up and running with Qlik within a month and has developed templates for functions such as P&L, balance sheet, aging receivables, vehicle sales, vehicle inventory, part sales, parts inventory, repair orders, service retention and more.

## Consolidated reporting from multiple sources

"Qlik is key to our solution," adds Frye. "It allows us to grab all of the DMS data, merge it together with external sources like Google Analytics, vAuto, eLeads, etc., and create enterprise dashboards."

Back at Greenway Automotive, Sorrell comments on the granular levels of reporting that are now available: "We can compare different stores, time periods, franchises and makes of car. When reporting on parts, we can even drill down to individual part numbers."

One significant benefit is the creation of a report that enables Greenway to pace the momentum of the business through each month. It provides the ability to flip the logic mid-month in the light of recent performance and pinpoint end of month profit.

## Matching management decision to customer needs

"The ability to pool multiple sources of information produces many measurables, especially on the marketing and human resource sides. When we get into productivity metrics, we are really able to challenge our management teams in the stores," says Sorrell. "We can analyze inventory reporting relative to sales to make sure that we are stocking the right inventory and that we are providing the right reports to make sure our guys in the field have good information to act on. This translates into better management decisions that increase our ability to match up to customers' needs."

Qlik is used by 280 Greenway staff including management and C-level. As well as boosting productivity and saving time, it has also been transformational from a financial aspect. Switching from its previous reporting system to DI Squared's Qlik solution saves \$250,000 a year in license and support costs, while also providing increased levels of functionality.

## Coordinated reporting drives business forward

Another major benefit comes from the use of Qlik's enterprise reporting tool, NPrinting. Automatically generated daily, weekly and monthly reports are pushed out to distribution groups to make sure they have all the information they need and that it is consistent.

"There is no question that these reports enable us to improve the running of our business because they are hugely empowering to the teams in the field," adds Sorrell. "Using Qlik creates a hands-on ability to predict our future results with a streamlined approach to the forecasting for 46 stores every month. We can compare forecasts with actual results in a very simplistic and efficient way."

Every day, letting the numbers do the talking is the foundation for good business decisions at Greenway and that is providing a firm foundation for business growth.

## The keys to success



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Kyle Frye, Director of Analytics, DI Squared



### About Qlik

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Qlik provides an end-to-end, real-time data integration and analytics cloud platform to close the gaps between data, insights and action. By transforming data into active intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

[qlik.com](http://qlik.com)