

## BMW Brilliance Automotive

沈阳工厂



### Client Profile

Founded in May 2003, BMW Brilliance Automotive Ltd. (BBA) is a joint venture of BMW Group and Brilliance China Automotive Holdings Ltd. The operation includes production, sales and after-sales services of BMW automotives. The plant is situated in Shenyang city, Liaoning Province, which is a strong industrial base of China. BMW Brilliance has a branch company in Beijing, with a nationwide sales and service network.

### Client Situation

BBA's current BI situation includes three product-based pilots. For the transition to a central BI environment until the end of 2018, a roadmap is required. BBA aims at the transition towards a central BI and DWH design.

### Our Response

BI roadmap design requires an excellent understanding of BBA's strategy, its business processes and technology as well as a deep understanding of available BI tools. Detecon is the ideal partner for this project. We combine business consulting with technology expertise to align BI strategy, technology and business processes.

The Detecon project design for sustainable BI roadmap development will lead to the development of a BI roadmap for BBA. The Detecon service offering includes BI strategy development, based on our BI cycle methodology. Our deliverables enable a fast and efficient BI implementation for BBA. Detecon offers to deliver five work packages to BBA. This will lead to achievements that cover three aspects: BI organization, BI architecture and BI design methods.

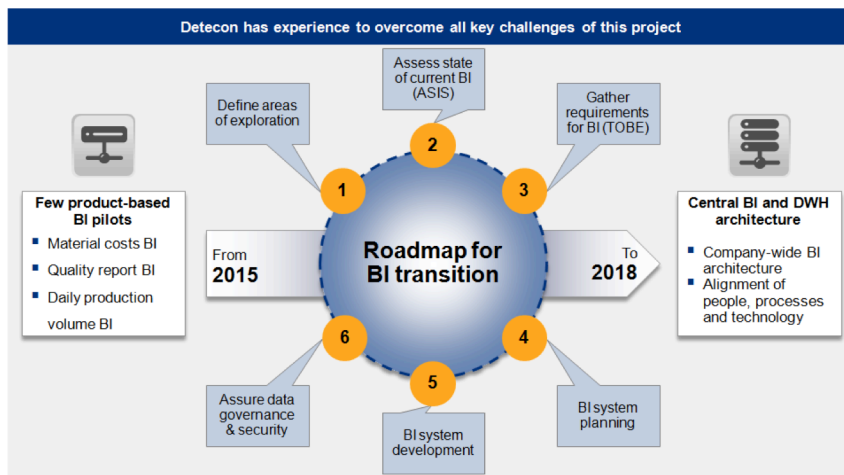
**Detecon China** is a subsidiary of Detecon International, one of the world's leading consultancies in the field of ICT and management consultancy. Today, Detecon Int., which is headquartered in Germany, has a workforce of more than 1,000 staff in 15 locations worldwide. DETECON Consulting Co. Ltd China has been operating in the Chinese market since 2001 and has established itself as an inherent part of the Chinese Automotive industry by delivering projects to companies representing all areas of Automotive.

### Why Detecon?

Our IT strategy and ICT management consulting services enhance the value creation chain at T-Systems.

Detecon has developed a tailor-made approach to design a roadmap for transition to the future best practice BI environment for BBA.

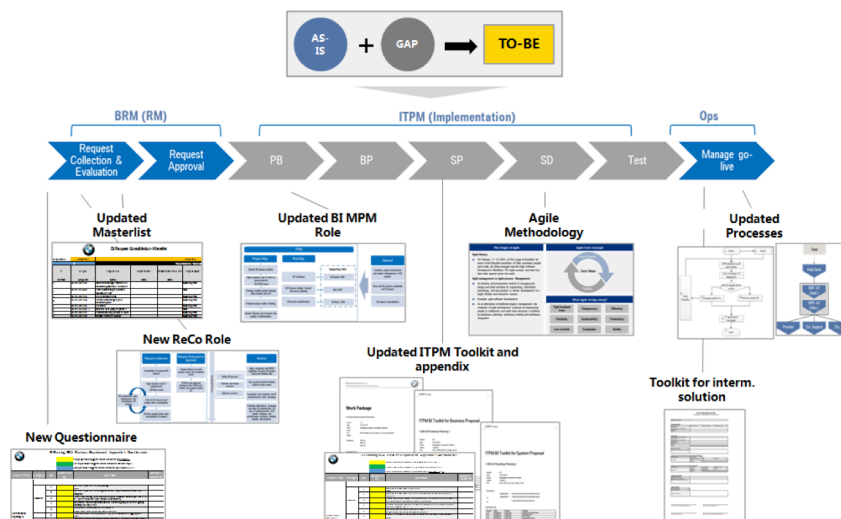
Detecon offers to deliver five individual work packages with a total project time of four months. Our key deliverables will ensure BBA's transition towards a central BI system.



## Client Benefits

Based on the three main achievements of the Detecon approach, BBA will be empowered to set up a BI central data warehouse and report platform service by 2018.

A BI process including IT/Business process, role & responsibilities(R&R) and toolkit are set up for BBA BI team and would align with BBA IT team. Trail run was implemented during the TOBE phase design in order to make sure the process design works the best for all future BI projects.



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