

# Ateco Automotive benefit from an effective system.

The Modular Distribution System

## About Pentana

For 40 years, we have delivered innovative solutions to the automotive industry.

Pentana Solutions' core focus is satisfying the day to day software requirements of any automotive organisation. The Modular Distribution System was designed to suite of individual innovative components for various distributor operations.

We are driven by our customers, our passion for the industry and our expertise in the field drive us to always look for the next opportunity. This allows our customers' businesses to operate more profitably which is a key component to measuring the success of what we do.

# Background

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Ferrari and Maserati: few brands have greater eye-catching, head-turning power in the car business. Fast, expensive, sleek and sophisticated, they are designed to generate excitement.

The excitement is abundant at Ateco Automotive, one of Australia and New Zealand's major vehicle distributors, as they took over distribution of these iconic cars, via the wholly owned subsidiary EAI.

"You'd have to say there is a buzz about the place", says Rod Matthews, Ateco's Chief Financial Officer, from the company's Sydney headquarters just weeks before Ateco took control of the distribution. "It doesn't get much bigger".

Not that these fine autos will fly out the door. Even though they are among the most desired cars in the world, Matthews expects to sell 10 of each brand per month. But what Ferrari and Maserati's decision demonstrates is Ateco's powerful reputation in the region.

## Vehicle lifecycle tracking

The Modular Distribution Systems (MDS) Vehicle Module can track every vehicle over the complete lifecycle: from order, through pre-production, production, shipment, landing, customs clearance, bond release, build-up, repair, compliance checking, dispatch, transportation, dealer stock, retail, warranty, recalls, change of ownership and servicing, to final destruction.

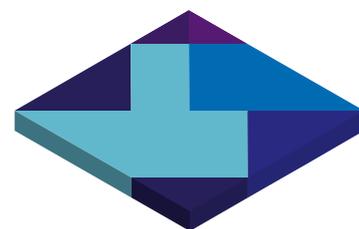
Ateco expects to import and distribute around 32,000 cars via almost 190 dealers in Australia

and New Zealand, including Citroën, Fiat, Alfa Romeo and Kia, as well as vehicle parts and accessories.

That is a jump from the 12,000 cars handled in 2000. That year, Ateco took on Kia, at the time selling about 6,000 cars a year, and have lifted sales to 25,000, among the fastest growth in the world.

Ateco's influence has been considerable: in 1998, the company reintroduced Alfa Romeo to the market; in 2002 it brought Fiat back. Taking responsibility for Citroën in 1994, Ateco oversaw a tenfold sales lift.

By the end of the 2004-2005 financial year, Ateco was an AUD700 million (€510 million) business. "Growth has been rapid and we run a demanding and complex business. Overseeing the delivery of a car from Korea to a dealer in outback Australia, as you would imagine, is quite a mission", says Matthews.



# MDS

# A real-time information system.

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“Competitors can’t match the MDS”.

## Growing Pains

When the business began to undergo rapid expansion in 2000, its supply chain management system at that time was “not up to it, clearly inadequate; it was an off-the-shelf job,” Matthews says.

Recognising that it had to dramatically sharpen supply chain performance, Ateco turned to the MDS suite of products.

## Solution - The MDS suite of products

After a six-month setup, the MDS system was installed in Ateco’s Australian head office and went live across all brands. It has been, says Matthews, “a crucial factor in the company’s expansion”.

Ateco adopted the full MDS package, an importer/wholesale distribution software system including modules for vehicle tracking, warranty, spare parts, financials, warehouse management, sales and business intelligence.

## Results

Matthews says the supply chain has become much more efficient under the MDS. “Delivery is quicker, our inventory is down, vehicles, parts and warranty issues can be tracked anywhere in the chain”.

The electronic interfaces and real-time information system make up a huge advantage, says Matthews. “We have information at our

fingertips, meaning responsiveness, flexibility and better decision-making”.

Data keyed at a single point in the supply chain is available across the entire chain. All dealers can access the system via the Internet to order and track vehicles and spare parts, and to enter warranty claims.

## Benefits - Effective System

One of the strengths of the MDS system is its multi-functionality, which allows for instant communication across multi-companies, multi-time zones, multi-currencies, multi-languages and multi-warehouses.

This clearly works for Ateco, which has to operate across the Australian continent, which is geographically as big as the United States. Ateco went live with MDS in New Zealand in 2004.

# Complete Functionality

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The Modular Distribution Solution offers 12 key components, that when in used in totality, gives Importers and Wholesalers efficiency gains and decreased costs in every area of their operation.

- Vehicle Production
- Vehicle Management
  - DocuSmart
  - PareX
- Data Warehouse
- The Configurator
- Warranty Claims
- Warehouse Management
- Electronic Parts Catalogue
  - PartsEye
  - CAMS
- 5 Star Hub

## Competitive Advantage.

MDS' comprehensive solution includes software, hardware, implementation, integration, training, maintenance and full customer support.

With over 40 years of investment in research and development, MDS products have both the maturity and flexibility needed to support today's automotive sales and aftersales industry.

MDS solutions help companies worldwide achieve a rapid return on their technology investments, streamline processes, optimise routines and give real-time control of the information that flows through their businesses.

As our customers can attest to, the MDS software quickly pays for itself by helping to reduce operating costs and capital outlay without cutting quality of service. It lets you allocate your precious resources where they are most needed: looking after your products, sales and customers.

Through it all, Pentana Solutions provides top-level support, from implementation through to training and support. MDS consultants are industry experts with years of Automotive experience. They work on-site with your company, sharing best-practice knowledge to provide a smooth transition to a fully optimised and integrated supply chain solution.

MDS' intelligent software is completely scalable and able to grow with your business well into the future.

Start your journey today.  
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