



# WINDEV & WEBDEV: a driving force for Porsche France SA

Porsche France SA uses WinDev & WebDev for the development of its internal and external strategic reporting tools. High performance handling and security guaranteed!

## The company

Porsche cars are renowned the world over. Porsche France is a fully owned subsidiary of Porsche AG which is located in Stuttgart (production unit).

## Project leader



**Jean-Baptiste Boisbouvier** manager at Porsche France SA.

## WinDev, SAP and AS/400 used in a winning combination

Porsche France's IS department was asked to develop reporting tools and additional programs for the company's executives and dealers on top of AS/400 and SAP.

"When I first assumed the responsibility of the computer department at Porsche, I discovered that we were missing a tool for the graphical visualization of data. The AS/400 is perfect for its power and its reliability but we had to offer users an interface that took advantage of Windows PC's user friendliness", declares Jean-Baptiste Boisbouvier. He added: "WinDev emerged as the logical choice thanks to its open-



ness, notably regarding the AS/400", states Jean-Baptiste Boisbouvier. "This way, we can get the best of both worlds: the AS/400 for its security and WINDEV for its productivity and user-friendliness" declared Jean-Baptiste Boisbouvier.

At the French subsidiary of Porsche AG, the data required by Porsche France (movements logistics, prices, etc.) from SAP ERP and the AS/400 is extracted every night.

Then, a series of batch programs developed with WinDev analyze data, extract the information required by management and Porsche Centers and store it in Hyper File format files. "The free deployment of Hyper File database also contributed to our WinDev choice", adds Jean-Baptiste Boisbouvier.

## Hyper File: a super-

## charged, finely tuned database engine!

The computer department designed a set of dashboards that provided clear details on vehicle orders, spare part orders, invoicing, warranty periods (sales to end customers). The wide range of criteria taken into account (timing, region, vehicle type, etc.) makes the reporting tool all the more valuable.

"All our users appreciate the level of information provided and the speed at which the results are obtained", continues Jean-Baptiste Boisbouvier.

Numerous statistics are also calculated and compared to objectives. Porsche France's sales strategy is



boosted by the ease and simplicity of access to the resulting data.

"Users can export data to Excel at all times. No special programming is required for this with WinDev", underlines the computer manager.

## WebDev for the dealers' Intranet

Pleased with the success of projects completed with the WinDev IDE, Porsche France's IS department initiated the development of an Intranet site to improve communication with its dealers.

"WebDev was the natural choice! It is just as powerful as WinDev but dedicated to the Web and also just as easy to use". Now Porsche Centers can analyze and update data relative to vehicle ordering, sales of spare parts and options. This has become a really powerful communication tool with study and document downloads available in PDF format for a wide range of communication applications.





### A CRM signed WINDEV

Other applications have been developed for the distribution network using the WinDev-WebDev combination. "For our Porsche Centers, we developed a program named "PFI\_CRM", software for the sales team. Today it is our CRM tool and it also works as the front office for configuring the Web at the plant (using XML interchanges through WINDEV's Soap functions)" specifies Jean-Baptiste Boisbouvier.

In a dealership, the official Porsche order forms signed by the customer are generated by the program that was developed using WINDEV.

### WinDev - WebDev have attracted international recognition

"Every year at the world subsidiaries' IT meeting (USA, Japan, Great Britain, Italy, Spain, Germany, Australia, etc.), we share our experience about computer projects. Our achievements are recognized for the speed at which we develop new programs on a very tight budget. The PC SOFT platform provides a close loop between analysis and development resulting in fast production of highly targeted application software", underlines our contact.

"For example, we responded to a user request for a better follow up of the orders placed in a dealership and compare them to the ones placed in the plant. The result: right away we used WINDEV to create a program that prepared user-configurable queries. Furthermore, the AS/400 native access gives us a wonderful response time. The users and decision makers are always

amazed by our responsiveness, and we owe a lot of that to PC SOFT's tools", admitted Jean-Baptiste Boisbouvier.

