

## Case Study Pentana Solutions



### Summary

Yellowfin provides Pentana solutions with an intelligent business intelligence solution that allows them to increase their market penetration and monetise their unique data asset by providing a reporting solution to auto manufacturers.

Pentana solutions is a leading communications and information technology company that specialises in the development of software services for the automotive industry across the Asia Pacific region.

The Yellowfin “Automotive Intelligence” solution gives car manufacturers the ability to analyse their dealer network performance using real-time sales and service data.

### Company

Pentana Solutions established in 1983, is a leading ERP and IT Solutions company that specialises in the automotive and associated industries across the Asia Pacific region.

The organization’s Enterprise Resource Planning Systems are used by more than 3,027 dealer locations and 48,500 dealership personnel everyday in locations across Australia, New Zealand, China, Philippines and Thailand.

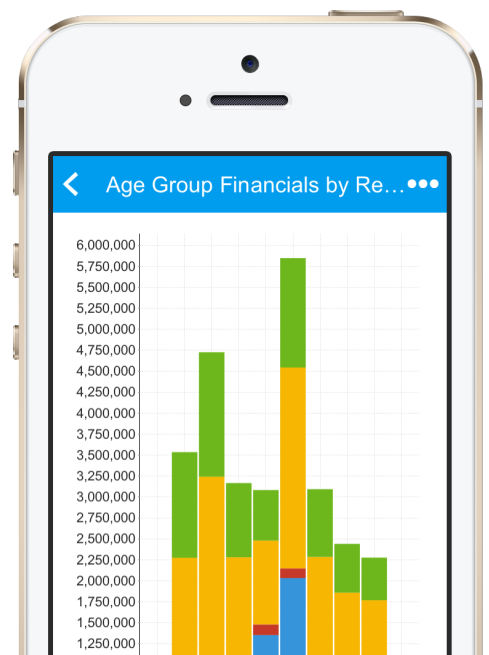
Utilising the latest technology, they provide an innovative range of solutions and services that help Pentana’s clients achieve peak performance levels in their business.

### Challenge

With over 80% of the automotive dealership market as their core customers, Pentana hold a unique position in the marketplace. This valuable data asset, which includes sales and service details for the majority of automotive transactions in the region, was not generating revenue.

Data solutions provided by companies such as Polk and Deloitte are not in real-time and this was a key competitive advantage of the proposed Pentana solution.

Pentana were seeking a mechanism to build a SAAS reporting portal that was secure and could be rapidly rolled out to their customer base. This solution would need to be highly intuitive and secure whilst providing the flexibility to allow for a broad range of analysis to occur.



## Solution

Working closely with Pentana Solutions, Yellowfin developed a comprehensive SAAS reporting and data warehouse solution called “Automotive Intelligence”. Automotive Intelligence gives car manufacturers the ability to analyse their dealer network using real-time data. The unique feature of Automotive Intelligence is that it receives daily feeds from all of Pentana’s Dealership’s Dealer Management Systems.

Unlike other data aggregation methods that require manual processing this solution was fully integrated and automated that is both time and cost efficient.

By subscribing to “Automotive Intelligence” auto manufacturers can now identify profit opportunities and leaks, analyse strengths and weaknesses within the dealer group, and benchmark industry best practices for a wide range of data metrics.

“Working with Yellowfin we have developed a benchmarking solution that will change the way OEM auto manufacturers manage their business; by enabling them to rapidly turn data into knowledge ”

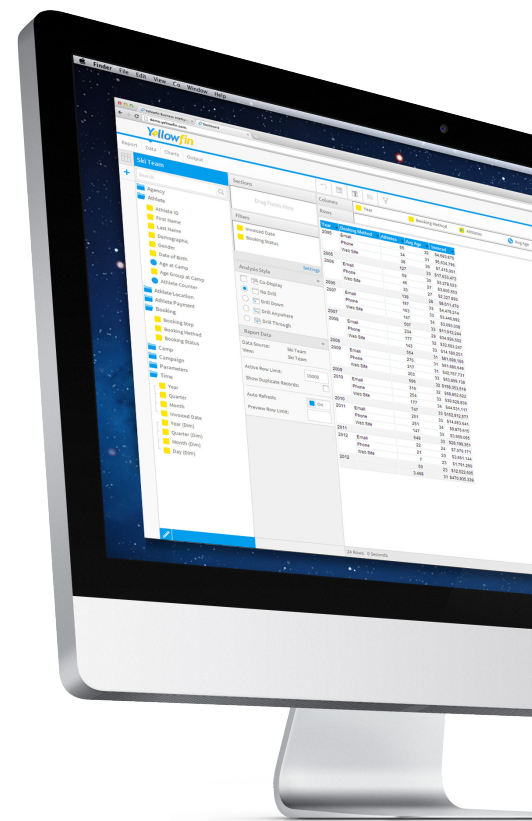
**Steve Kloss**  
CEO, Pentana Solutions

## Results

Prior to working with Yellowfin and implementing a business intelligence solution, Pentana Solutions had no mechanism to effectively monetise their data asset. By implementing Yellowfin, Pentana can now offer their clients an industry leading business intelligence solution that enables them to quickly and easily manage critical corporate data and reports.

Not only has “Automotive Intelligence” received a fantastic response from car manufacturers, it is now being extended to provide a comprehensive reporting and benchmarking solution for existing Pentana dealership clients.

Automotive Intelligence has not only created a significant new revenue stream Pentana but it also assists in the maintenance of their position as the leading provider of IT solutions for the automotive industry.



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