

# El Geyushi Motors gets ready for its ambitious expansion plans

in cooperations with SAP & ECS



## Customer Background

Geyoushi Motors is one of the fastest growing auto dealers in Egypt, The company sells various brands like Chevrolet, Opel, Hyundai, Mazda and recently it became the exclusive distributor of the first Chinese automobile corporation FAW in Egypt, the company has increasingly expanded its operations in recent years. In order to be able to handle the ever expanding business operation, the management team decided to implement a new system to help them fulfill the goals of the future



## Geyushi Motors-SAP Dealer Business Management

### Company:

Geyoushi Motors

### Industry:

Automotive

### Location:

Egypt

### SAP Solution and Services:

SAP Dealer Business Management (DBM)

SAP Material Management (MM)

SAP Financial Accounting  
and Controlling (FI/CO)

## Executive Summary

### Objectives

- Support business growth
- Maintain optimal inventory levels
- Streamline processes and unify IT environments
- Provide smoother operations for customer services and repair orders
- Reduce customer wait times

### Challenges

- Lack of integration between part sales and the warehouse
- Inability to track visibility into inventory levels, sales performance and parts availability

### Resolution

- Deployed SAP Dealer Business Management (DBM) to Simplify and automate its entire dealer operations including customer management, vehicle sales and service & parts management
- Implemented SAP Material Management and SAP Financial Accounting and Controlling

## Implementation Results

**60%**

Reduction in customer  
wait time

**15%**

Increase in Customer  
Satisfaction

**Increased**

Sales Volume

**Minimized**

Stock levels

EL Geyushi Motors Implemented SAP DBM to Simplify and automate its entire dealer operations including customer management, vehicle sales and service & parts management



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## Challenges

Geyoushi Motors aims to achieve its vision to be the top auto dealer company in Egypt and the Middle East. The company's management decided to implement SAP System in pursuit of their visionary goals. They needed to simplify the entire operations of the company and provide more visibility and integration between all departments.

## Implementation

After an intensive research done on the available SAP partners in the market, the management has met with different implementation partners to compare, analyze and decide with whom will they implement the SAP system, finally the choice has fallen on ECS due to the strong SAP expertise and knowledge. ECS team of consultants did a comprehensive study on El Geyoushi's existing business process and understood the required changes and enhancements. The implementation of the solution took 6 Months to go live and it included the implementation of SAP Dealer Business Management, Material Management and Financial Accounting and Controlling

## Results

The new SAP system has allowed many improvements in El Geuyoshi's operations and they have significantly automated many processes. So Far, they are now able to take more appointments with improved scheduling, avoid overbooking and under booking to maximize mechanics' productivity. This has played a significant role in generating additional service income, They also experienced 60% reduction in customer wait time and 15% increase in customer satisfaction. Now, managers have a real-time visibility into inventory levels, sales performance and parts availability. With all of these obtained benefits and streamlined operations, Management at El Geyoushi Motors can now focus on achieving their ambitious plans and visionary strategy.



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