

PT Astra Honda Motor Streamlines Workflow, Retrieves and Verifies Documents 60% Faster



PT Astra Honda Motor
Jakarta, Indonesia
www.astra-honda.com

Industry:
Automotive

Annual Revenue:
US\$2.5 billion

Employees:
13,000

Oracle Products & Services:
Oracle Universal Content
Management

Oracle Partner:
iForce Consulting
www.iforceconsulting.com

“PT Astra Honda Motor will boost the marketing activities around seven newly released motorcycle models as we strive to secure more market share than any other manufacturer in Indonesia. With Oracle Universal Content Management in place, we are well on the way to achieving this goal.” – Yongky L. Tantra, Deputy Division Head, Information Technology Division, PT Astra Honda Motor

PT Astra Honda Motor is a leading motorcycle manufacturing and distribution company based in Jakarta, Indonesia. Established in 1971 as a joint venture between PT Astra International and Honda Motor Co. Japan, the company has an annual production capacity of about 3 million motorcycles. Astra Honda Motor operates three assembly plants in North Jakarta and West Java.

Prior to December 2007, PT Astra Honda Motor did not have a centralized content management repository to store all documents related to marketing and system development activities.

“These documents were mostly created using Microsoft Office products, and we lacked the workflow processes required to store and retrieve relevant documents and control versions,” said Yongky L. Tantra, deputy division head, information technology division, PT Astra Honda Motor.

“We needed a workflow solution that would help us control documents from raw to the final version, gain insight into who reviewed which document, and when it was reviewed and released. This would ultimately help us deliver motorcycle sales and marketing programs faster with better control.”

In December 2007, PT Astra Honda Motor engaged Oracle Certified Partner iForce Consulting to deploy Oracle Universal Content Management to automate its document management procedures and speed up document approval processes across the organization. The solution is now used by more than 80 marketing and IT staff to manage all content across the company.

Key Benefits:

- Provided a central repository to store company documents and eliminated the need to manually route documents around the organization for review and approval
- Reduced the time it takes to track documents used in marketing campaigns by 90%
- Decreased document costs with a paperless workflow process
- Eliminated the need to distribute documents in hard copy, which ensured that they were never misplaced
- Allowed staff to retrieve and verify documents related to the software development process 60% faster
- Introduced workflow capabilities that reduced the time it took to complete reviews of documentation related to software development from one week to less than two days

“Our document management process is far more efficient, thanks to Oracle Universal Content Management,” said Tantra. “The central repository provides the entire organization with access to the latest versions of each document while eliminating the need to route documents manually to different users for review and approval.”

Document Lead Times Slashed

Oracle Universal Content Management has enabled PT Astra Honda Motor’s marketing department to create an effective process for managing documents related to marketing activities. Marketing staff can submit and review documents related to advertising and sales promotions or other marketing campaigns in a more efficient way.

Users can easily track the status of a document and identify when a document was last reviewed and who reviewed it. The time it takes to track a documents used in marketing campaigns has been reduced by 90% because all the necessary information relating to the campaign is recorded in the system.

Before Oracle Universal Content Management was deployed, 20% of the documents distributed in hard copy would be misplaced. With a central document repository in place, the company never loses a single document. A paperless workflow process has also significantly reduced document costs.

“PT Astra Honda Motor will boost the marketing activities to around seven new released motorcycle models as we strive to secure more market share than any other manufacturer in Indonesia,” said Tantra. “With Oracle Universal Content Management in place, we are well on the way to achieving this goal.”

Software Development Cycle Streamlined

PT Astra Honda Motor’s IT department has created workflows for documents related to software development. This has allowed staff to retrieve and verify documents related to the development process up to 60% faster than previously, which has helped speed up the deployment of new software functionality.

When new software systems are being deployed, developers often need to review documents relating to user requirements and software revisions.

The solution's document workflow capabilities have reduced the time it takes to complete reviews of documentation related to software development from one week to less than two days.

"IT staff can manage these documents better than ever before, which ensures that they can find the right design documents when they are dealing with software issues," said Tantra.

Why Oracle?

Oracle Universal Content Management was selected following a three-month feasibility study, which looked at three content management solutions.

"At that time Oracle Universal Content Management offered the best performance for the price and the best fit for the business," said Tantra. "We also felt that Oracle would provide the right level of support over the long-term."

Implementation Process

Under the first phase of the project, iForce Consulting deployed Oracle Universal Content Management across PT Astra Honda Motor's IT department over about four weeks. The company's IT department then rolled out the solution across the marketing department.

"The implementation went smoothly and there were no technical issues," said Tantra. "However, we had to work hard to change the mindset of our users and help them adapt to a new system with a strict document approval process. After a short time, users really started to accept the new way of working."

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