

# Delek Motors

OpenLegacy gives customer service representatives 360 view of their customers.

## The Challenge

Delek Motors imports, markets, and distributes passenger and commercial vehicles in Israel, claiming 22% of the market with brands such as Ford and Mazda. When Delek Motors acquired a franchise to import the BMW luxury car brand in 2011, their CEO made a strategic decision to invest in improving the customer experience across the entire customer lifecycle, with a view to improving customer acquisition and retention, and grow Delek Motors's market share.

To achieve this vision, Delek Motors decided to set up a new customer call center, and implement a customer relationship management (CRM) system. The new CRM would need to serve all the new call center representatives, as well as sales personnel: a total of 120 users spread across the company's headquarters, logistics center, and 12 sales dealerships.

For the CRM to be an effective system, it needed access to core business applications to obtain car quotes, order details, logistics details, and customer care data. All of this information, needed by the customer service representatives and sales personnel to better serve Delek Motors's current and prospective customers, resided on an IBM AS/400.



**DELEK MOTORS**

“The Microsoft CRM implementation is part of a bigger project at Delek Motors to combine legacy applications with new technologies, offering our users uniform and friendly interfaces,” said Ruth Hirsch, Deputy CIO, Delek Motors. “OpenLegacy made the integration between the AS/400 applications and the CRM fast and painless.” - Ruth Hirsch, Deputy CIO Delek Motors.



## The Solution

Delek Motors opted to use Microsoft Dynamics as their CRM, and they turned to OpenLegacy to integrate it with their IBM AS/400 applications. Elad Systems, a Microsoft Gold partner, was chosen as the system integrator for the CRM implementation project.

### FAST, NON-INVASIVE INTEGRATION

Within three weeks, more than 120 AS/400 application screens were incorporated into the CRM platform. OpenLegacy enabled the AS/400 business logic to fit the current needs of the new CRM workflow, without making any changes to the underlying AS/400 environment - no new AS/400 code was developed, no existing code was modified. The AS/400 security and permission definitions remained intact. This was made possible by OpenLegacy's open source technology, which dramatically simplifies the backend navigation and enables seamless host integration. Thanks to the fast integration with the AS/400, Elad Systems was able to complete and launch the entire project within three months - on time and under budget.

### INTUITIVE USER INTERFACE AND ENHANCED CAPABILITIES

For the first time, Delek Motors sales and customer care representatives have a 360-degree view of their customer throughout the customer lifecycle: From the first touch point, through visiting the dealership, to getting quotes and purchasing a vehicle, post-purchase service, and trade-in. The CRM platform - connected to the underlying AS/400 core business applications - supports the customer call center, retail sales, lifecycle marketing, marketing channel performance monitoring, automated reminders for sales people, executive dashboards, and detailed performance reports. The new application features a user-friendly interface that simplifies the workflow for call center representatives and puts the information they need at their fingertips.

## The Results

### TIME SAVINGS AND IMPROVED PRODUCTIVITY THROUGH A STREAMLINED USER INTERFACE

The streamlined, user-friendly interface of the new CRM application, compared to the AS/400 interface, led to substantial time savings for every transaction, translating to aggregate time savings of one to two hours a day for each sales person - or 12%-25% productivity boost.

### INCREASED CONVERSION RATE THROUGH EFFECTIVE LEAD MANAGEMENT AND MARKETING

For the first time, AS/400 sales leads are effectively nurtured and managed through the CRM platform. This led to a significant improvement in conversion rates and faster conversion time from lead to customer.

The productivity improvements and increased sales conversion resulting from integrating Delek Motors's core AS/400 applications with Microsoft Dynamics CRM using OpenLegacy led to a positive ROI for Delek Motors.

#### About OpenLegacy Inc.

OpenLegacy modernizes legacy systems with our revolutionary, standards-driven open source platform that makes the entire process go faster, smoother, and easier. As the only modernization platform with no upfront license costs, barriers of entry, constraints, or vendor lock-in, it allows you to fully embrace agile development and speed up your time to market.

When you use OpenLegacy, you position your company for the future. OpenLegacy is fully customizable and requires zero changes to your system. Instead, your IT department can independently and rapidly prototype, develop, and integrate new systems free of vendor involvement, large investment of dollars, restrictions of licenses, delay in testing, fear of failure, or other repercussions associated with modernization projects.

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