

Groupe G. Lambert



Lambert has two main activities: one as a large dealer of Mercedes cars & trucks, both new and second hand vehicles, the second as the importer/distributor of UniMog military and SU vehicles.

Since 1952, Lambert sells, builds & customizes cars & trucks from their primary site in Rhisnes (near Namur).

In the strategic plan of 2004, Etienne Pirmez, CEO of the Lambert group, set an ambitious goal. At that time, on average 35 customers visited the main garage on each day. The goal was to augment the number of customer visits to 100 per day (i.e. over 25.000 per year) by 2010.

In order to reach this goal a strategy was developed to support this growth, from the financial, logistical, resources as well as the IT perspective. The IT system included an ERP system (Davis), a financial management system (Navision Financials), a clock system (Dotsys) as well as separate CRM system (ACT).

Although the existing IT components did provide good exploitation parameters such as stock, service planning, and financial data, it completely lacked in providing comparisons over time, detailed analysis per department, per activity or per product line.

Lambert was looking for a Business Intelligence system that was easy to use, could easily relate data from all backend systems and would give the management of Lambert the possibility to navigate more from top-level data right into operational detail. In the pre-existing setup it was nearly impossible for a business user to compare data over time, or analyze trends within the different departments and over the lines of business. The Business Scan Automotive of CALM – Co (www.calm-co.eu), developed using Targit BI and based on over 25 years of experience in the automotive sector of the partners in CALM - Co, is offering the perfect solution by seamlessly integrating all IT-applications of Groupe G. Lambert at the dealer executive mgt level, at head of department level, at the individual employee level.

The analyses offered in the Business Scan Automotive are bringing to the management of Groupe G. Lambert overview of and insight into all data : early detection of deviations, substantial quality improvement (on time and correct bookings), comparisons and trends, daily positioning versus budgets. Data really has become Knowledge for the management of Groupe G. Lambert and the implementation of Business Scan Automotive of CALM – Co offers far better foundation for taking decision. In addition the knowledge sharing with all employees is helping in optimizing business processes.

In 2009, Groupe G. Lambert have planned some important changes in the back-end systems such as the CRM & the ERP system, but thanks to Business Scan Automotive of CALM – Co and Targit BI, Lambert will be able to keep overview on all aspects of the business.

To quote Etienne Pirmez, CEO of Lambert:

“Thanks to Business Scan Automotive, we are confident that we will be able to meet the ambitious milestones of our 2010 strategic growth plan.

Targit Business Intelligence gives us day-to-day accurate insight in all company parameters, such as logistical, service, resource, sales and financial parameters.

Business Scan Automotive has helped me and my directors to better manage the health & growth of our company.

Business Scan Automotive has become a real management tool. As CEO, I control without bothering my employees with all kind of questions.”