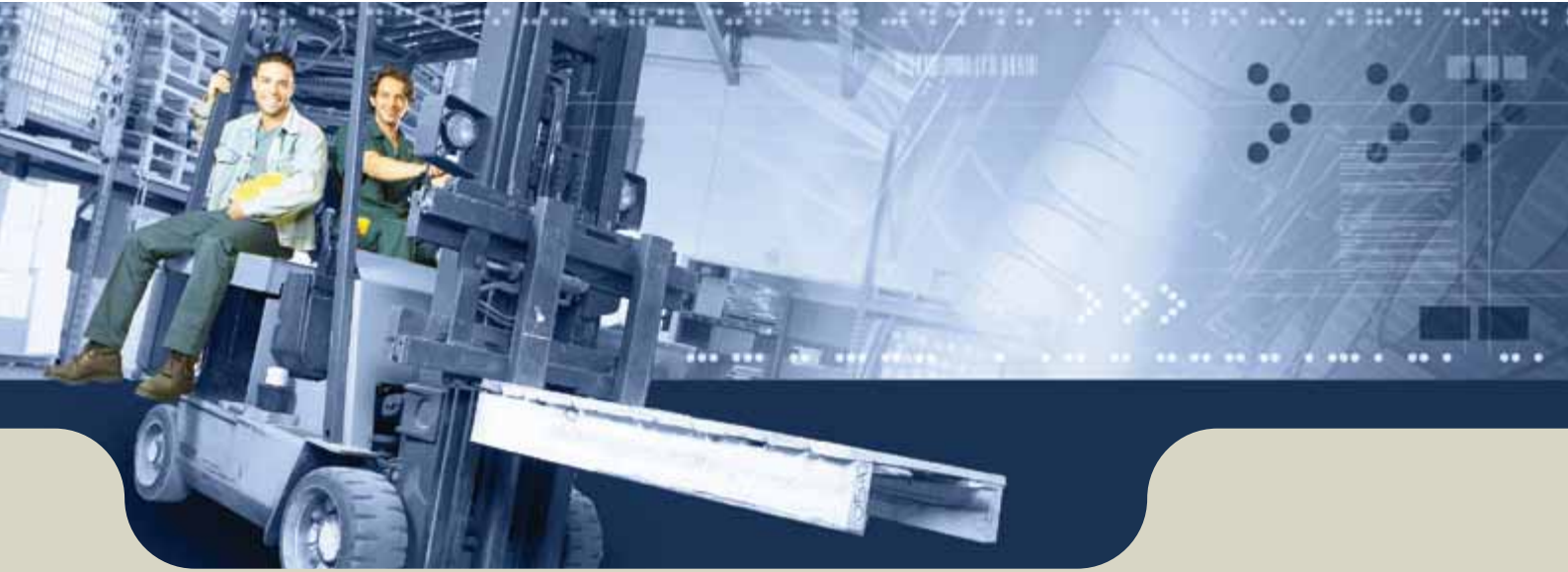




# Odyssey and the Automotive Industry

## Using technology to drive change





## Automotive Industry

The automotive industry is a dynamic one that is undergoing massive change. Technologies such as the Internet, pervasive computing, and wireless communication are dramatically shaping the global economy and the business landscape.

In an ever developing environment, competition has never been as fierce as it is today. The automotive industry is one that is highly dependent on personal taste and we now find ourselves in the position where customer service requires a new degree of focus on quality. With increased pressure on margins and shortening development cycles we are in the position where we must balance the combination of ever-changing customer requirements with an evolving economic climate.



## The Automotive Industry and Supply Chain efficiency

One of the key solutions to controlling such a volatile environment lies in Supply Chain management. Increasing Supply Chain efficiencies can provide a true competitive edge by allowing distribution to be faster, more accurate, and far more cost effective. A successful supply chain depends on all of the attributes within the network working in harmony. Ultimately the focus is on improving functional processes, leading or extending that model out to customers and providing a seamless network that enables you to go to market more efficiently.

By optimizing the supply chain, companies are able to:

- Reduce time to market
- Improve customer satisfaction
- Reduce costs
- Lower inventories
- Optimize transportation



## Odyssey, providing Supply Chain Solutions

Car makers sell huge numbers of mass produced cars but car buyers want more and more customization. Whether it is just choosing different specification options or special colours and interior designs, customers want a say in how their car is built.

Odyssey is geared to provide solutions which enable stock to be updated instantly across the entire system on mass. Quickly, easily and cost effectively. In line with the rapid change in the marketplace.

Odyssey is a fully integrated Distribution and Accounting system that focuses on Supply Chain efficiency. Odyssey is built to run via the web providing true integration between all elements of the supply chain. Using a standard web browser such as Explorer or Netscape users can interact with the system from anywhere in the world that allows Internet access. Basic and advanced business functions can be performed by internal or external staff, customers and auditors (based upon pre-assigned user authority).

- Diversity of customers.
- Diversity of products.
- Diversity of media.

*'Great products alone aren't enough any more. Customers have almost too many choices. And that's a challenge if you're trying to get them to buy yours.'*

*Gary Cowger,  
President of the North American Division  
of car giant General Motors.*



### ***EANway Scan Pack and advanced EDI***

Additionally, Odyssey has been designed to comply with Australian retail trading standards including EANway Scan Pack and advanced EDI to meet the trading demands of the major retail chains and streamline the entire distribution process.

Odyssey, providing Automotive Industry Specific Solutions

In addition to adding efficiency to the Supply Chain, Odyssey comes equipped to provide solutions to Automotive Industry specific issues including the following:

#### **Serialization**

Vehicle Identification Number (VIN) for new and used vehicles

Cross references available to Registration Plate numbers

Serial number identification for component parts and service exchange items

#### **Product Inheritance**

Allows for a single entry update to dynamically apply to a group of products

Provides a simple global data maintenance mechanism

#### **Supersession Register**

Full supersession history chain

Reverse supersession compliance check to minimize obsolescence

#### **Kits**

Process orders by kit but deliver from components stock to minimize inventory duplicity

#### **Alternate Product Identifications**

Process orders by any combination of EAN or UPC barcodes, as well as customer or supplier part number. This cross reference can appear on documentation as required

#### **Applications Register**

Identifies the various makes and/or models and/or VIN ranges to which a particular component part can be applied. Used to minimize obsolescence and inventory duplicity

#### **Alternate Units of Measure**

Separate purchasing, stocking, and multiple selling units of measure allows for maximum flexibility in supply chain management of any component part

#### **Service**

A vehicle system which includes service kits (e.g. vehicle specific 50,000 km service parts & labor kit list)

Vehicle service history for used vehicles and warranty analysis



Odyssey was created in early 1998 by Australian based research and development company Mid-Comp International.

Founded in 1989, and in its current form since 1996, Mid-Comp International's primary focus and competitive advantage has been the development of world class business software which takes full advantage of both current and emerging technologies.

Mid-Comp International enjoys a strong relationship with IBM being an IBM e-Business partner, IBM xSP Prime certified and an advanced member of the IBM PartnerWorld for developers. They supply products and services to a client list containing the dominant Australian commercial enterprises as well as the majority of Fortune 500 international companies in over 20 countries, and are proud of a reputation for delivering high quality IT solutions along with outstanding customer service.

The Melbourne Research and Development Center established in 1998 was designed to evolve emerging technologies into commercial realities. This environment encourages creativity and ingenuity amongst an enthusiastic staff leveraging diverse skill sets. The current emphasis is on architectures and mechanisms which facilitate internet based business transactions, concentrating on those which can demonstrate a genuine application in the wider business community.

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