



TIM 



SUCCESS STORY BMW M

Meeting special customer requests with TIM

Challenge

- Receipt of more than 1,200 special requests per year
- Processing of very individual special requests: e. g. own wood, special leather etc.
- No clear project owner: each area had its own records and data storage, used Excel sheets and Access databases
- Overtime due to multiple entries and missing information link
- Due to a lack of coordination between the departments of sales, development, purchasing and controlling, information had to be collected and merged from different sources to support the requests for information

Return of Investment achieved after the first process run!

Achievements

- Clear allocation of tasks, higher data quality and greater transparency
- Faster response times for customer requests
- Time saving in the sales department due to optimized process flows
- Process owners always have an immediate overview of the current process status, the participants and the remaining time for further operating steps
- Modeling and automation ensures a fixed process flow and complete documentation
- Know-how of all departments is now bundled
- Many new analysis options possible through runtime data
- Parameterized links to other applications allow quick access to other systems
- Ongoing optimisation and further development of processes

„We need extreme flexibility, as the procedures within the processes can change at any time.“

Tanja Mair, Project Manager, BMW M GmbH



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Requirements

- Produced vehicles are unique and require flexible workflows as processes can change at any time
- Simple coordination of special processes with all participants from different areas/departments

Why use the TIM BPM Suite?

- Very complex processes are stable to run
- Transparency of the respective project status
- Very favourable entry with an ROI of less than half a year
- The continuous and consistent development of the TIM BPM Suite
- The excellent support provided by the TIM team

About BMW M

The customers of BMW M GmbH in Garching near Munich expect the fulfilment of automotive demands that are anything but ordinary. Since August 2010 the process of special requests is being managed and lived with TIM.



„And just the way we offer individual products and deal with the customer, our process works now as well.“

Tanja Mair, Project Manager, BMW M GmbH

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