

# Motorola calls up Panacea's AMERIGO Online



Microsoft Windows 2000  
Server & SQL Server 2000  
e-business, data integration  
& supply chain  
implementation.

## *Benefits*

The business benefits that can now be achieved are to be found principally in the area of supply chain management and inventory control including:

- *Faster order cycle times*
- *On-line stock availability*
- *Alternative part number selection*
- *Real-time availability of order status*
- *Customised pricing*
- *Multi-language selection.*

## *Company overview*

Motorola is a global leader in wireless, automotive and broadband communications including wireless telephone and messaging, two-way radio and networking products.

## *Situation*

With significant growth in cellular sales projected over the next two years, Motorola had a large logistical requirement for the timely supply of spare parts to the Service Centres who were taking in around 8,000 order lines per week.

## *Solution*

In close cooperation with Motorola, Panacea designed and implemented a total, on-line repair management process for cellular phones and pagers. At the heart of the solution was Panacea's Web-based AMERIGO Online software that integrated into a Sage ERP system running on a Microsoft Server platform.

## *Outcome*

This seamless implementation has proved to be so successful that Motorola now conducts around US\$32M of business through its mobile phone repair centres around Europe.



Panacea's e-business business



**Microsoft**

Panacea Ltd in association  
with Microsoft Corporation.

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CASE STUDY

**John Morgan, EMEA Service Commercial Manager and Fernando Guarda, IT EMEA Applications Manager explain the scenario that led them to choose Panacea's AMERIGO e-business solution.**

*"Without a good supply system we cannot meet our Service Centre expectations in a business that changes dramatically. We needed a solution that is flexible enough to be able to survive in this demanding environment.*



### **Improved customer service**

By using the latest Web technology, Motorola are leading the way in offering their Service Centres the necessary tools to provide the very best service - a stance that is demonstrated by their decision to choose Panacea's AMERIGO e-business solution to support their European network of Service Centres.

Fully integrated with Motorola's Sage Enterprise CS/3 ERP solution, Motorola are saved the effort of duplicating data entry and know that information displayed to their Service Centres is available in real-time. This total integration also means that orders from the Service Centres flow directly into the order processing and inventory management systems and the first Motorola have to deal with them is a pick list selected in their warehouse.

### **On-line, real time ordering**

Using AMERIGO Online, Motorola aims to reduce the turnaround time for cellular telephone repairs to the lowest yet seen in this highly competitive market. This is only possible because AMERIGO Online integrates directly into Motorola's core business systems for finance, service, repair tracking and logistics. The implementation has started in the UK, Nordics and Switzerland and by end of Q1 2001 all Service Centres in the regions will be using the new system.

### **Security**

Using a password protected login, each Service Centre can access the AMERIGO Online parts ordering system where they can order spare parts, check the status of previous orders, check for superseded products and choose from alternatives should a part be out of stock.

All the information viewed by the Service Centre is available real time, the price is individually calculated for each Service Centre and will vary dependent upon the quantity of goods ordered and their value.

### **Order pads**

Each Service Centre has its own unique stocking requirements. AMERIGO Online is configured to allow each Service Centre to manage its own order pads.

### **Multi-lingual support**

Motorola is a multi-national organisation and AMERIGO Online has to support multiple languages. This facility is administered by Motorola who can change any of the text used in the application using a simple administrative tool for language setup.

***As an attractive and easy to use browser-based application, AMERIGO Online hides real sophistication.***

*"We chose AMERIGO because of its inherent flexibility and we chose Panacea because of the strength of our business relationship as well as their understanding of our business needs."*

**Motorola**



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