



Case study

Customer Case Study_Renault/Nissan Alliance



The project was implemented in record time and is already justifying our investment.

The Client

Nissan is one of the world's leading brand names and as one of the largest companies in Japan its automotive division forms an integral part of its worldwide business strategy. As part of its goal to 'profitably build the highest quality cars in Europe' Nissan needs to work with technology partners it can trust to deliver the highest level of service they demand.

Renault has an equally strong brand, particularly in Europe. The second largest car manufacturer in France joined forces with Nissan with the objective of increasing its critical market share in the US.

In 2000 Nissan formed an alliance with Renault, creating a powerful bi-national automotive Group.

The reasons for the alliance were threefold:

- To more effectively meet the challenges of the globalisation of the automotive industry
- To be more competitive, in terms of quality, cost and delivery
- To accelerate the pace of technological change

In 2000 Renault/Nissan ranked among the world's top six leading automotive Groups with 9.1% of the market.

Hardware, Software and Network Support

Executive Summary

BSG has enjoyed a trading relationship with the Nissan Group for over 11 years. Initially BSG was responsible for meeting a part of Nissan Motors (GB) Ltd's hardware needs but in 1994 Nissan issued a tender seeking a supplier to manage all of its internal hardware purchasing. BSG was successful in winning this tender and in 1995 this process was further rationalised when Nissan decided to consolidate all dealer and internal supply (including that of Nissan Finance GB Ltd) with BSG. Since then BSG has supplied and maintained all UK Nissan dealer hardware and software via a dedicated team of 6 engineers located around the country.

The Challenge

Initially Nissan required a partner who was able to demonstrate the experience and expertise to provide a fully managed service, supplying and supporting all of its hardware and software requirements. The main challenge for Nissan was to utilise and integrate technology internally and across its dealer network seamlessly and cost effectively.

Because of the alliance between Nissan and Renault the integration of the two IT departments became an important goal. Ultimately the intention is for the infrastructure and support of the respective dealer networks to become standard and uniform. The challenge for BSG was to accommodate this merger, as of July 2002. As a result BSG now supports Renault's entire internal network and infrastructure on the same basis as it supports Nissan.

The Solution

In 1995 BSG rolled out, what was at the time, the UK's largest NT based solution across the whole of the Nissan GB dealer network. Since then BSG has been responsible for updating the technology and hardware at all 270 Nissan dealers, involving a total of over 1500 users.

This updating included a £2 million technology refresh in 1999. The solution introduced a thin client based network and complete update of all the dealer hardware.

In addition to the supply and support of Nissan hardware and software, the BSG Atomic Solutions team designed and implemented a fully branded website for Nissan (see www.nissan.co.uk).

BSG has also been responsible for the internal support of Nissan GB since 1994. This has involved maintaining its server and desktop infrastructure via a dedicated on-site engineer. As of July 2002 this support contract has been extended and upgraded and now includes the entire Renault UK network.



Case study

Customer Case Study_Renault/Nissan Alliance

Nissan GB and BSG partnership faced and overcame significant challenges.

BSG also has a very close relationship with Nissan Technology Centre Europe Ltd, the research and development arm of Nissan. Because of the strength of the relationship with Nissan GB BSG started supplying hardware, software and training to NTCE in 1997.

This in turn has led onto BSG undertaking a number of additional projects on behalf of NTCE - the most recent implementation being the migration of its entire office to Windows 2000.

The Benefits

The Renault/Nissan Alliance has benefited in 4 core areas in its relationship with BSG:

- Trust in outsourcing complex infrastructure initiatives to BSG who are expert and experienced in acting as one single point of contact to ensure deadline and budget expectations are met. This trust is evident in the length of the relationship that Nissan GB and BSG have enjoyed.
- Efficiency in managing a national dealer network utilising leading edge hardware and software solutions that ensure integrated communication across all parts of the organisation.
- Access to BSG's other service offerings, which include on-site support services and creative new media design, and consultancy that Nissan has utilised since the initial relationship was formed in 1994.
- Building a stronger Alliance in developing and supporting a uniform solution across all their dealer networks.

Client testimonial and contact details

"There were significant challenges which arose during the project, which the Nissan GB and BSG partnership faced and overcame. The project was implemented in record time and is already justifying our investment. What we have with INFINET2000 (Nissan's dealer network) is probably the most technologically advanced, cost-effective dealer network in Europe. Without BSG we could not have implemented INFINET2000".

Peter Walton

Nissan's European Dealer Manager

For further information contact:

info@bsg.co.uk | www.bsg.co.uk
Telephone 020 7880 8888