

SWORD

UPGRADE YOUR BUSINESS

Sword Apak



Mazda Motors Europe

Case Study

“Sword Apak has once again demonstrated its professionalism and dedicated support for Mazda. The successful deployment of WFS in Russia was completed with speed, agility and assurance ...”

Colin Maddocks, Director Network Financing at Mazda Motors Europe.

The Challenge

Mazda Motors Europe wanted to provide its dealers in Russia with a Wholesale Floorplanning facility to replace the existing ‘consignment’ and ‘pledge’ funding arrangements. The proposed structure would offer significant benefits to Mazda, who would prosper from a more cost effective and low risk floorplanning operation. It would also be welcomed by dealers who would have access to greater vehicle funding flexibility provided within a more stable credit environment.

The challenge would be more demanding however as there was no traditional wholesale floorplanning model provided in Russia which Mazda could reference. For the manufacturer to successfully achieve its objectives and ensure the new facility was compliant with country regulations, it would need to work in close partnership with a finance provider that could provide good local knowledge of the Russian automotive funding market. Importantly, the manufacturer and its chosen finance partner would also require access to a specialist pan European wholesale floorplanning system which could be implemented quickly as well as easily configured and integrated for local deployment in Russia.

Finance Partner

Rusfinance Bank, a wholly owned subsidiary of Société Générale, was selected by Mazda as its finance partner in Russia. The bank was preferred because of a strong presence in local markets, supporting clients across 64 Russian regions. With its expertise and experience of the Russian vehicle finance industry, Rusfinance was ideally positioned to help Mazda accomplish its goals.

IT Requirements

Mazda required a floorplanning system which could be rapidly implemented within three months. It would be used to support new and demo vehicle funding for over fifty Russian dealer distribution centres. Dealers would need to be able to manage and maintain their accounts online through real-time views of inventory, available credit, vehicle details and history.

Significantly, the selected supplier would need to be able to comfortably configure its system to cater for any local market variations. Easy integration with external and internal systems as well as market infrastructure was also a prerequisite. To minimize Mazda’s capital outlay, a Software as a Service (SaaS) delivery model was preferred which would also remove the high costs associated with maintaining a full time IT department.

Benefits

Specialist functionality

Local market configuration

Rapid implementation

Limited risk exposure

Helpdesk

Online Access

Improved Operating Efficiency

Reduced Overheads

Profitability maximized

Dealer Self Service

Improved dealer relations

SaaS Model

Minimal capital outlay

Easy system integration

Future Proof Technology

The Solution

Mazda together with Rusfinance selected Sword Apak to implement its market leading wholesale finance solution, WFS. As Mazda's existing technology partner for wholesale floorplanning, Sword Apak was well positioned to rapidly implement its system having previously deployed WFS to support the manufacturer's requirements in Switzerland, Ireland, the UK and Benelux region.

Manage local variation through easy system configuration

Unlike many of its rival applications, WFS can be rolled out into multiple geographies within a short-time frame, which is fundamental for the successful execution of Mazda's business plan and strategy. Local variation is managed through easy system configuration.

The Results

Sword Apak's WFS system was successfully deployed within three months and delivered on time and within budget. The application was smoothly integrated into Mazda's and Rusfinance's business and technical landscapes to provide a specialist, web native wholesale finance solution. The software supports the new floorplanning facility across Mazda's Russian dealer network, which is accessed by over 50 outlets for new and demo vehicle funding. Over 40,000 vehicles are projected to be funded in the first year of WFS going live.

The screenshot displays the 'Bank Calendar' interface with several data tables:

- Banking Calendar:**

Month	Credits	Debit	Total by month	Interest sum
May	0	1 044	1 044	405 467 944.15
June	0	306	306	120 447 933.74
- Business Calendar:**

Vehicle type	Lease	Total used	Available
DEMO	0.00	0.00	0.00
NEW	635 000 000.00	122 542 204.72	512 457 645.28
- Source and type of ECU:**

Available source	Date of processing	Successful	Unsuccessful	Rejected
- Current reports:**
 - Report on credit limit (by dealer)
 - Requirements on payment by dealer at the current moment
 - Audit of dealer's solvency
- Reports by period:**

Start date	End date
01.05.12	31.05.12

Sword Apak: WFS System Bank Calendar

Rusfinance Bank Feed

WFS feeds into Rusfinance's Accounting and Central Banking Reporting system which dramatically reduced the complexity of setting up the Russian operation and led to an overall faster system implementation time.

The new dealer funding facility is provided through Sword Apak's Software as a Service (SaaS) model and supported via the supplier's European Operations Data Centre and Helpdesk. At bank user level, the system is administered by a small Rusfinance back office team which helps to keep overhead costs low.

Both Mazda and Rusfinance have been delighted with the results: "Sword Apak has once again demonstrated its professionalism and dedicated support for Mazda," commented Colin Maddocks, Director Network Financing at Mazda Motors Europe.



Colin Maddocks,
Director Network
Financing at Mazda
Motors Europe

"The successful deployment of WFS in Russia was completed with speed, agility and assurance, enabling us to offer a new floorplanning facility which provides significant benefits over the previous funding arrangements for Mazda, our finance partner and of course our Russian dealer network. This could not have been achieved without Sword Apak."

The new floorplanning operation has also been welcomed by Rusfinance who similarly expressed their appreciation: "The new floorplanning operation has been a great success and exceeded our expectations," commented Vladimir Kruchinin, Head of Dealers Wholesale Financing at Rusfinance Bank. "Working in close partnership with Mazda and Sword Apak has enabled us to build excellent relationships with the manufacturer's dealers through being able to offer attractive, flexible and stable wholesale finance products whilst at the same time limiting risk exposure to the bank."

About Sword Apak

Sword Apak has over 30 years' experience of providing proven specialist financial systems to the global asset-based finance industry. All of Sword Apak's solutions are carefully designed to match our customers' exact requirements, providing software which is robust, secure and flexible so that clients can rapidly respond to changing business conditions. As part of the Sword Group, Sword Apak has access to a worldwide infrastructure of offices and hosting facilities in 37 countries, providing financial institutions with a local presence as well as flexible On Demand and in-house delivery options to support their worldwide funding operations.

To demonstrate our commitment to safeguarding information security, Sword Apak has successfully attained ISO accreditations 27001 and 9001. We are also regularly audited by independent assessors and regulatory bodies including BACS and LRQA.



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