

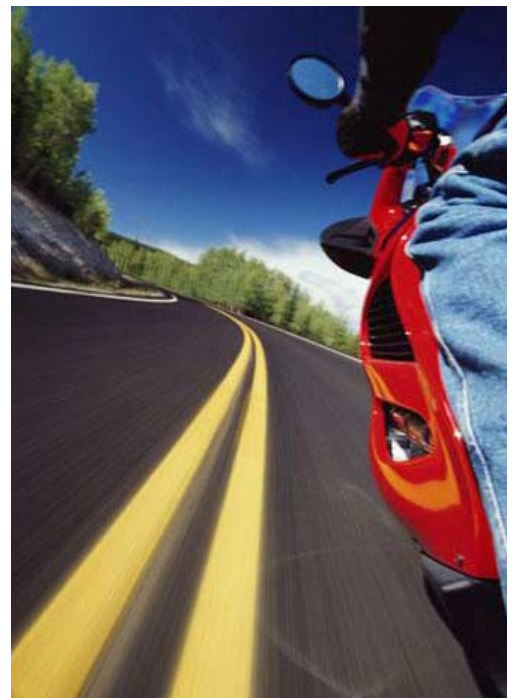
# Suzuki *Drives Sales and Profitability* with **MySQL**



American Suzuki Motor Corporation (ASMC) teamed with Matrix Consultants, to develop the Suzuki Sales P.R.O. (Professional Retail Outlet) kiosk; an award-winning sales tool for ASMC dealers nationwide. Matrix Consultants is a leading systems integrator who specializes in retail marketing, communications and creative production for clients in the U.S. and Japan.

ASMC markets motorcycles, ATVs and scooters in the United States through a network of 1,150 dealerships in 49 states. ASMC's parent company, Suzuki Motor Corporation was founded in 1909 and is one of Japan's "Big Four" motorcycle makers offering a complete line of motorcycles, ATVs and scooters. Suzuki Motor Corporation has a diversified global network of production with distributors in 140 countries.

After extensive research, ASMC found that many salespeople in their motorcycle, ATV, and scooter dealerships lacked product knowledge. Handing a new salesperson a detailed product brochure with a list of terminology was not enough. ASMC found many of their customers were researching their product on the Internet and visiting dealerships knowing more about the bikes than their sales people.



*"MySQL was the only database that combined ease of use and reliability with an affordable licensing model, so we could deliver the Suzuki Sales P.R.O on budget."*



Margo Zenk  
Matrix Consultants

## Reliability & Zero Administration

As a result, ASMC needed to create a tool that would enable their sales people to be more knowledgeable than their customers. ASMC needed an application that put all product information at the fingertips of the sales person and integrated it into the sales process. The result was the Suzuki Sales P.R.O. (Professional Retail Outlet).

The Suzuki Sales P.R.O. launched in early 2003. The kiosk unit, designed to improve the sales of Suzuki's core products, accessories and services by providing detailed product information and automating sales processes, is an award winning technological accomplishment. MySQL® is at the core of this solution, driving the database requirements for the Suzuki Sales P.R.O. at over 600 dealerships nationwide.

### Product Requirements

The Suzuki Sales P.R.O kiosk application required an affordable database with proven scalability, reliability, and zero administration. After evaluating numerous databases, Matrix Consultants choose MySQL as the ideal database to meet these requirements.

### Ease of Use

Ease of use and deployment were critical requirements in order for Matrix Consultants to deploy a system in time for the spring and summer months. Matrix Consultants developed a prototype in the Fall. After the prototype proved successful, Matrix Consultants shipped a production version, only 3 months later. Full deployment to the dealerships followed in Spring, in time for Suzuki to capitalize on the peak buying season.

### Scalability & Cost

Matrix Consultants prototyped their solution using Microsoft Access but found that Access would not scale to accommodate a growing customer database that would reach hundreds of thousands of records at each of the dealerships. To satisfy their scalability requirements, Matrix looked at migrating the Access database to Microsoft SQL Server, but it too failed to meet their TCO (Total Cost of Ownership) requirements. Even with volume discounts, Microsoft SQL Server was too costly to meet their needs.

*"Suzuki Sales P.R.O. is unlike any other retail-oriented technology currently used in the motorcycle and ATV industry and is used by 60% of our dealers. In comparable industries, kiosk systems fail to cover the key selling processes and cost four to five times more than the Suzuki Sales P.R.O."*

**Mel Harris**

Vice President of ASMC  
Motorcycle/ATV Division

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## Reliability & Zero Administration

The dealerships don't have dedicated technical resources, so in order to make the project a success, it was essential to select a database that was dependable and did not require any on-site administration. With over 600 dealerships using the Suzuki Sales P.R.O., Matrix Consultants could not compromise the reliability of the system.

# The Suzuki Sales P.R.O. Kiosk System

The Suzuki Sales P.R.O. is an electronic kiosk designed to interact with sales personnel and customers. For the first time, prospective customers can build their custom motorcycle by changing the color and adding accessories such as chrome details, bags, and lights in real-time in the dealership. The Suzuki Sales P.R.O. Kiosk application uses MySQL to:

- ◆ **Store all product configurations and pricing details** on Suzuki's full line of motorcycles, ATVs, scooters, and corresponding accessories over multiple model years.
- ◆ **Automatically update dealership product catalogs** with the latest product information by distributing changes from a master database at headquarters.
- ◆ **Provide a secure login** for sales representatives and sales managers.
- ◆ **Enable sales managers to track the performance** of their sales staff.

- ◆ **Maintain a customer relations database** to promote specials and open houses, improving profitability of the dealerships.
- ◆ **Track which models and accessories are most popular** to improve inventory management.

The system allows individual dealers to customize pricing and product information to better meet the needs of their local market. In turn, the Suzuki Sales P.R.O. simplifies and enhances the sales process for the customers and enables dealers to increase the average sale price of each order.

## Data Distribution is Key

The system also allows the dealers to quickly offer new products and accessories to its customers faster than competitors. Matrix Consultants maintains a master database with over 85,000 records. To ensure dealerships are offering the latest products, Matrix Consultants uses the rsync and MySQL Administration Utilities to distribute changes from the master database to the dealers.

*"My sales staff uses Sales P.R.O. for every customer we talk to. We've sold 20% more Suzuki bikes and improved accessory sales since getting the Sales P.R.O. unit in our store."*

**Mark Fasten**

Sales Manager, Powersports East  
New Castle, DE

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Typically, updates are 5MB - 20MB when 3-D models of motorcycles with accessories and database content is distributed.

Updates and backups are available to dealers 24/7. New content is automatically posted for distribution 5 days a week to the 600 + dealerships.



## Technical Environment

### Suzuki P.R.O. Kiosk Dealer Appliance

Hardware:	Dell Optiplex 260s and 270s
OS:	Windows XP
CPU:	Pentium 4, 2.4 Ghz
RAM:	1GB RAM
Hard Disk:	40 GB
Database:	MySQL Server
Language:	Visual Basic .NET
Database Size:	- 600+ Mb - 200,000+ records - 50 tables

### Master Databases

OS:	Red Hat Linux (version)
CPU:	Pentium 4, 2.4 ghz
RAM:	1GB RAM
Hard Disk:	40 GB
Database:	MySQL Server



The World's Most Popular Open Source Database

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*"We've seen a 35% increase in motorcycle and accessory sales with Suzuki Sales P.R.O. It's been 100% reliable, and paid for itself many times over."*

**Danny Herman**

Owner of Action Motor Sports Suzuki, Loganville, GA

## About MySQL

MySQL AB develops, markets, and supports the MySQL database server, the world's most popular open source database. With over four million active installations, MySQL has quickly become the core of many high-volume, business-critical applications.

Companies embedding MySQL into their hardware and software systems include Motorola, Novell, NEC, Sterling Commerce, SS8 Networks, CoreSense, Blue World Communications, Virage, and S2 Security Corporation. MySQL is available under the free software/Open Source GNU general public license (GPL) or a non-GPL commercial license.

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