Subjects...

- Introductions
- Goals and challenges
- The MAD past...
- The Epic tale of XML...
- Question time!
David Haslam
- Database / System Architect Manager
- Mopar Accessories Portfolio Team
- DaimlerChrysler (DCX)

- 22 years software development
- 18 years project management
- 17 years marketing / catalog production
Who are we...?

- Mopar Accessories Portfolio Team
  - Conceive, develop, promote, and support all Mopar Vehicle Accessories for Chrysler Group vehicles

- 60 full time members of staff

- 2,000 different accessory products, over 3 million parts a year
Why listen to this guy?

- Every company publishes something
- Show the methodologies used
- Discuss “The Holy Grail” of XML

*in addition*

- You might learn your “one new thing for the day”
- Entertainment – I WILL make you laugh!
- You have no choice – the doors are being welded shut!
The Goal...
Mopar Accessory Portfolio Goals

- Double sales
- Lower cost
- Improve quality
Challenges we face

- Dealing with change
- Information overload
- Leveraging resources
- Inefficient processes
Overload of Information

- Platform EPDB
- CLIMS
- SMAK (STV)
- Supplier Timelines
- Prod. Plan DB
- Eng DB
- MPI
- Mopar Tracking Sheet
- Spin
- VPM
- Mopar EPDB
- Compass
- PLM System

17th Nov. 2004
XML 2004
Leverage Resources

Suppliers  People  Tools
Process Inefficiency

- Marketing
- Ad. agency
- Catalog and web site
- Web hosts
- Engine.
- Corp. IT
- Photos
The MAD Past...

A Catalog of Disaster!
Once upon a time...

Planning DB

Engineering DB

Financial and Inventory

Marketing DB

Corporate Web DB

US Mopar web site
  • Automated updates
  • Current data

Tech Support Services
  • Infrequent updates
  • Too much information!

Dealer Market Support
  • Limited scope
  • Difficult to maintain

International catalogs
  • Very high cost
  • Rarely done

Canadian catalog
  • Manual translation
  • Desktop publishing

Canadian brochures
  • Long prod. cycle
  • High cost

US catalog
  • Manual updates
  • Desktop publishing

US brochures
  • Long prod. cycle
  • High cost
A Few Production Metrics

- Old Style Process
  - Spring and Fall printed catalogs
  - Average production cycle – 5 months, Worst case – 7 months!
  - Proof cycle time (from request to delivery) – 2 weeks
  - “Desktop changes” – over 1,000
  - Effective control of process / data – with Ad Agency
A Few Cost Metrics

- Old Style Process
  - Pre-production cost (excl. photography) - $80,000 / catalog
  - Production costs (330 pages) - $45,000 / catalog
  - Catalog requires full proof reading each production cycle
  - Estimated proof reading time – 1250 hours / catalog
How To Meet The Challenges?

- Methodology
- Technology
- Standardization
- Delivery
IQ PQ methodology

- **Identify**
  - All opportunities and solutions considered
- **Qualify**
  - Decide on opportunities and solutions, define metrics
- **Production**
  - Resource allocation, project management
- **Quality**
  - Multi level testing, achieving metrics
The MAD solution

- Mopar Accessories Database (MAD)
- Improved GUI tools
- RDBMS based system
A Few Production Metrics...

- **Old Style Process**
  - Spring and Fall printed catalogs
  - Average production cycle – 5 months, Worst case – 7 months!
  - Proof cycle time (from request to delivery) – 2 weeks
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  - Effective control of process / data – with Ad Agency

- **MAD style process**
  - As before, with addition of monthly pdf catalogs on web
  - Web production cycle – 2 weeks, print production – 6 weeks
  - Proof cycle time – 2 hours
  - “Desktop changes” – less than 10
  - Control of process / data – with Mopar
A Few Cost Metrics...

- **Old Style Process**
  - Pre-production cost (excl. photography) - $80,000 / catalog
  - Production costs (330 pages) - $45,000 / catalog
  - Catalog requires full proof reading each production cycle
  - Estimated proof reading time – 1250 hours / catalog

- **MAD Style Process**
  - Pre-production cost (excl. photography) - $1,000 / catalog
  - Production costs (300 pages) - $30,000 / catalog
  - Catalog requires proof reading of only data changes
  - Estimated proof reading time – 60 hours / catalog
Once upon a **NOW!**

**MAD System**
- Planning
- Tracking
- Engineering

**Financial and Inventory**

**Marketing DB**

**Corporate Web DB**
- US Mopar web site
  - Automated updates
  - Current data

**Tech Support Services**
- Frequent updates
- Targeted information...

**Dealer Market Support**
- Full coverage
- Web based updates

**Dealer Parts Support**
- One source / all part
- Dealer ordering sys.

**Corp. Data Support**
- Full coverage
- Targeted information...

**International catalogs**
- Low cost
- High frequency

**International brochures**
- Short prod. cycle
- Very low cost

**Canadian catalog**
- Semi-auto translation
- XML publishing eng.

**Canadian brochures**
- Short prod. cycle
- Very low cost

**US catalog**
- Automatic updates
- XML Publishing Eng.

**US brochures**
- Very short prod. cycle
- Very low cost
Timeline for Success!

- The black time...
- Joined Mopar
- Informal project start, saw the light, identify, qualify
- Formal project start, US catalog only development
- US brochure development, XML links to other systems, full US production
- User conference, Canadian catalog and brochure development
- Full Canadian production, more XML links, admin. Tool, Mexican, Korean, European publications
- Full production as planned, ???
Remember this?

20%
What Was Achieved?

60%
Distribution of Savings

First 12 months of operation:
- Process streamlining
- XML re-use
- Publication costs

Next 12 months of operation:
- Process streamlining
- XML re-use
- Publication Cost
Staff Efficiency Gains

0% 5% 10% 15% 20% 25%

Covers, Seat

Seat covers are custom tailored for a perfect fit and do not block seat controls. Comfortable yet durable fabric matches your vehicle's interior color while protecting original upholstery from dirt and tears. Easily removable for washing and feature vehicle logo.

<table>
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<th>Vehicle Line</th>
<th>MYO</th>
<th>MYI</th>
<th>Application Remarks</th>
<th>Part Number</th>
<th>Instl Time</th>
<th>Group</th>
<th>Sugg Retail Price</th>
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<td>2002</td>
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A Change for the Better

- Personalized proofs
- Faster delivery of proofs
- NO MORE DESKTOP CHANGES – last minute chaos!!!
Increase Market Penetration

- Catalog delivery on time!
  - Happy dealer, happy customer, happy Mopar!!!
- Improved web site
  - Less frustration creates more sales
- Wider variety of publications, at lower cost
  - Event based, new vehicle launches, ‘specialty’ catalogs
Quality Improvement

- Linking XML publishing to database systems
  - Key data entered once
  - Reduced “fat-finger” errors
  - Data electronically exchanged between systems
Faster delivery of data
- Centralized data access over LAN / Intranet / Extranet
- RDBMS enables triggers on important data and automatic synchronization
- Consumer and dealer marketing systems are real time
Quality Improvement

- Enables improvements in processes
  - A good chance to “clean house”
  - Processes built into system
  - Process documentation a mouse click away
ROI Case Study Results

- Nucleus Research
  - Independent ROI assessment
- Reduced production time and costs
- ROI – 79%
- Payback – 1.53 years
Thank you for your time!

Any questions?
How to contact me...

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