

Toyota Embarks on a business intelligence (BI) journey with Fortude



Sri Lanka



Motor Vehicle Manufacturing



Business Intelligence platform

Toyota Lanka is the national distributor for TOYOTA and HINO, a 100% wholly-owned subsidiary of Toyota Tsusho Corporation (TTC), Japan, and member of the prestigious Toyota Group. With high-quality products and high customer service standards, Toyota Lanka aspired to become the “next-gen total mobility-solutions provider to the nation”.

The Problem

Being part of a large multi-national corporation, Toyota Lanka was looking for data architecture backed-up analytics for their decision making. Visualization of real-time holistic status on 3S dashboard: “Sales, Spare parts, Services” was critical since the company was expanding at such a fast pace. Being a global entity, timely reporting with deep drilled data and inferences had been a long-felt need, especially in the case of inventory, operations and executive reporting. As such, Toyota Lanka had to extract data from various standalone and multi sources through its’ backbone ERP, then convert to a spreadsheet on a weekly basis. Running reports and drawing inferences manually resulted in cumbersome and incredibly time intensive decision-making. This complex multilayered data and lack of effective information architecture had been a block for Toyota Lanka’s ability to make the necessary, timely and strategic decisions it needed to.

Not only was manual reporting time-intensive, but it also proved difficult to visualize data. Due to this shortfall, executives, department teams and the Toyota Lanka leadership group, with whom reports were shared, found it difficult to interpret the information. Better data visualization was a critical requirement for Toyota Lanka, as it would enable them to quickly capitalize time-sensitive market

opportunities. Visualization would also empower Toyota employees to make better decisions regarding business operations and achieve KPIs.

To address the challenges faced by Toyota Lanka, Fortude laid out a robust mid-range BI and analytics strategy.

As part of the plan, Fortude deployed a comprehensive business intelligence platform based on Microsoft Power BI and modern data warehousing technologies.

Fortude, developed data models and simulations for operations, sales, and stock visualization thus enabling Toyota to draw actionable business insights for swift visualization accessible through “multi-model device integrations”.

A key value of Fortude is that a BI implementation is a journey, not a destination. Deploying this platform is just the beginning of the strategic roadmap of long-term analytics and modern data warehousing capabilities. With this new strategic data analytics roadmap, Toyota Lanka was empowered to add more value to their customers and act as a first mover.

The Results



Interactive and visually pleasing data reports help Toyota Lanka to level-up their decision-making capabilities, reduce time spent on reporting, and empower staff and customers to “know your Toyota – keep your Toyota”. High data visibility across the business has further amplified Toyota’s ability to act quickly and accurately. The solution also ensured information security, data accuracy, and compliance requirements for both customers and company. The BI solution implemented by Fortude was a foundational step in Toyota Lanka’s road map of digital transformation of analytics and data warehousing. This is a reflection of Toyota Lanka’s promise of customer journey in enhancing customer experience as the pioneering next gen automobility integrator in Sri Lanka.



Fortude's business intelligence platform has elevated our business through 360° visualization of operations and have helped to make swift data backed decisions. Not only we are saving time, resources; but our staff feel empowered to make various strategic decisions with data at their fingertips in real-time.

Manohara Atukorala

MD/CEO, Toyota Lanka, Sri Lanka



About Fortude

Fortude is an Infor Global Alliance Partner providing world-class technology solutions to customers worldwide. We deliver end-to-end implementations, upgrades, and migrations of ERP solutions; provide functional and technical consultation; and develop integrations and custom solutions across the fashion, food & beverage, manufacturing, and distribution industry verticals. Fortude also has extensive experience developing business intelligence and analytics solutions as a Microsoft Gold Partner.

Fortude is based out of offices in the US, Canada, UK, Australia, Sri Lanka, and India, and has experience implementing projects across more than 25 countries with its value proposition to 'Deliver digital solutions that matter.'

FORTUDE

[➤ fortude.co](https://fortude.co)

Fortude is a global enterprise technology solutions partner providing ERP solutions, business intelligence, managed services and enterprise software development services. Fortude provides Apparel ERP technology solutions to manufacturers around the world and is a part of the single largest apparel exporter in Sri Lanka with over 40 locations across South Asia.