

# Complete ERP for the Heavy Equipment Dealerships

**Huntraco Ltd. is a privately-owned market leader in the heavy equipment industry in Hungary. They are the exclusive dealer and distributor for Caterpillar equipment in Hungary, Challenger agricultural equipment and other major heavy machinery brands. Additionally, they provide exceptional service, parts and rental solutions to their customer base. As the company developed and grew its independent divisions, they acquired and developed their own information systems and solutions which needed to be replaced by a modern integrated system.**



Like all companies, Huntraco has a diversified customer base leading to different business processes and requirements. For example, the Sales Division sells approximately 300 new pieces of equipment per year, while the Parts Division has thousands of customers, maintains inventory in excess of 50,000 to 60,000 parts, ranging in price from a few cents to thousands of dollars. Because of this, each Division was forced to maintain different systems and processes to manage their respective businesses.

In 2003 the company leadership made a business decision to move to a completely integrated ERP system. The owners granted the management the right to investigate many ERP systems that met the requirements.

One requirement was that the new system should be a long term solution for the company, while another was that the fixed budget for the project should not be exceeded. From 15 vendors in the initial RFP process, Huntraco finalized this to 4 vendors who eventually conducted demonstrations of their solutions. The management invited users of every Division to participate and have an active role in the selection process. Management's decision was based on the users feedback as well as how the ERP systems features matched to Huntraco's requirements and existing processes.

The management eventually selected Microsoft Dynamics AX because its ability to accommodate the

## CUSTOMER PROFILE

Huntraco Ltd. was established in 1991 and headquartered near Budapest, Hungary. They currently have over 200 employees in its headquarters and 7 dealerships across Hungary. The company's main business is the sales, rental and maintenance of Caterpillar and Challenger heavy equipment. Huntraco's annual sales exceeded USD \$60 Million making them the market leader in Hungary.



## BUSINESS NEED

With a centralised accounting system, the independent divisions introduced software solutions for their specific needs, and company management lacked unified and up to date information.

It was a strategic decision to implement an integrated system with one database, one business logic, one toolbox to handle all business processes in all divisions, based on the result of the previous BPR – Business Process Reengineering – project.

## THE SOLUTION

The new Dynamics AX-based ERP system went live on January 1st 2005. The new system integrates all administrative, sales and finance operations of the company into one unified system, providing up-to-date detailed information for all users.

## RESULTS

Because Dynamics AX is an integrated ERP system built on easy-to-manage architecture, Huntraco's processes are well organized and easy to observe. It has greatly improved the flow of information between departments and increased the quality and quantity of up-to-date information.



