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Luxury automotive giant goes SMART with emQube

Company	:	BMW Middle East
Application	:	Regional Stock Control and Sales Reporting with Production Planning tool.
Key Benefits	:	Single point of interaction for all importers
		Integrated with data from BMW enterprise system
		Saves time and effort for faster reporting and accuracy of results
Technology	:	Microsoft ASP.Net Webserver IIS 7.0 C#, Ajax, Jquery MS SQL 2008 Telerik GemBox for Excel

Applications' Key Features

- Integrates data from BMW enterprise systems through file uploads

- Single point of reporting for all importers in the regions

- Tracks inventory by individual vehicle from BMW plant to dealer location to final sales

- Output reports in formatted Excel

- Accept input from multiple data sources

Technology

The application is deployed on IIS 7.0 web server with SQL Server 2005. Application is developed on ASP.NET with SQL 2008 database and third-party components from Telerik and Gembox.

Company

BMW is the leading brand for luxury german cars with a strong presence in UAE. The Middle East office manages the sales and service operatons for the region from Dubai.

Application

SMART is the acronym for Stock Management and Reporting Tool developed by emQube for BMW Middle East. The SMART is a web application used by importers in the region to report monthly sales summary. The system integrates with data from BMW's enterprise systems to maintain the regional stock.

SMART is used for tracking sales targets and for production planning. The system covers both new and pre-owned cars for BMW and MINI brands.