

A photograph of two men in business suits sitting at a desk. They are looking at a tablet computer. One man is pointing at the screen while the other looks on. There are papers, a pen, and a glass of water on the desk. The background is a bright window.

## FORD UDB & MOTIVE RETAIL

A GLOBAL INITIATIVE:  
**Using Data Integration To Power  
Business Intelligence**

# Executive Summary

The Ford Global UDB initiative is a groundbreaking global program that allows Ford to receive critical operational data from individual dealers and to feed this data into their Ford Customer Service Division (FCSD) Dashboard and feed downstream systems and programs. It allows Ford an unprecedented view into each of their locations worldwide. Success with Exports & Markets Systems (EMS) led to Ford incorporating the EMS model into the Global UDB (GUDB) Program. Motive Retail has been a Ford partner since 2009.

# Challenges

Ford has over 11,000 dealers worldwide and needed a means of integrating approximately 80 unique DMS systems with UDB so that this critical data could then be integrated into a Ford GUDB database. This would allow real time data from the retail level to be used in multiple business analytics systems. The geographic, technical and cultural challenges of getting each dealership, via its DMS system, to process and send data in a consistent format that could be used by Ford proved formidable. Various attempts were made by several IT teams, but the results fell short of expectations regarding time to implementation, market penetration and data quality.

# Solution

It became apparent that what was required was a system which could support a much more automated and standardized implementation process. This would greatly reduce the human factor in terms of communicating requirements, testing and certification of each DMS system and reduce the overall IT burden.

An ideal solution would :

- Utilize a standardized, web-based software
- Be accessible from anywhere 24/7
- Provide immediate feedback regarding the quality of data being transmitted

Motive Retail had been working with the Export & Markets group within Ford to integrate retail systems with great success. Mary Nieckarz, U.S. Unified Database Manager, Global Data, Insight & Analytics was familiar with this program and suggested that the approach could be further expanded to assist with global integration.

# Results Of Motive Retail And Ford Global UDB Collaboration

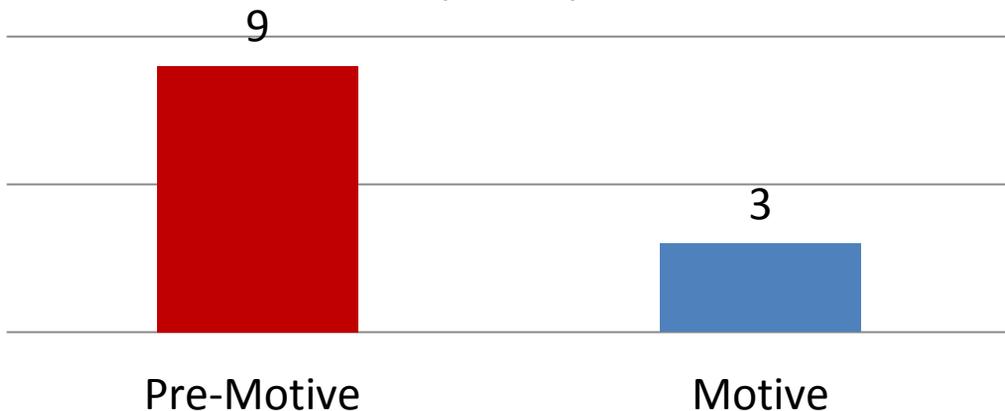
Currently 89% of all test cases (179/201) are now completely automated, generating an immediate pass/fail response. This instant feedback for developers of the DMS system accelerates the certification process, decreases rollout times and streamlines the integration of data into the Ford GUDB system.

## Milestones

- Certified 23 DMS Systems
- 54 DMS Certification WIP
- Dealers sending UDB data for 28 Countries (Central America, Middle East, Asia, Africa)

## Average Length Of Time To Certification

(Months)



Automated testing greatly reduces the IT burden by eliminating the manual process of evaluating countless files, testing and certification. The result is significantly reduced IT labor costs.

# Benefits And Future Plans

Ford GUDB is a key part of the “One Ford Initiative”. This initiative is credited with allowing Ford to survive the 2008 financial crisis and continues to impact all aspects of Ford. While at it’s core it is an IT initiative, focused on unifying data on a global basis, it impacts product development, retail experience and the very direction that Ford takes on a daily basis. The GUDB program is the first program in the One Ford environment to be on time and under budget.

A fast and effective rollout of GUDB significantly increased the amount of data sent to Ford. The more data collected in real time, the greater Ford’s ability to leverage data to make better, faster and more accurate business decisions.

Expansion of the Motive Retail involvement in integration has accelerated the deployment of GUDB in other locales, giving Ford greater access to business analytics and providing it’s dealers increased profitability and improved customer experience.

Ford is expected to continue further enhancements in GUDB over the coming years. A fast and effective implementation and certification process for DMS systems will continue to be a key requirement.

Experience learned from this current project could be applied to other integration projects as well. Motive Retail has an extensive set of automated integration tools beyond those used in the GUDB project that could be leveraged to shorten rollouts of new or existing interfaces. Additionally, we have many years of experience working with large OEMs on varied integration projects worldwide.

## Conclusion

GUDB is another example of Ford’s technological prowess and why they are a global leader in forward thinking business processes. This program extends Ford’s leadership in the retail integration arena and increases their leverage of “Big Data” and business analytics.