

VWGoA relies on content management solution from arvato services

Harsewinkel / July 28, 2009 – arvato services | corporate information management, a specialist in IT solutions, implemented the repair shop information system GITTA for the Volkswagen Group of America (VWGoA). GITTA, consisting of a content management system (CMS) and workflow solution, saves VWGoA both time and money as it records, maintains, translates and manages all its repair shop information.

The rollout of the GITTA system at VWGoA is part of the globally implemented and established GITTA solution within the VW Group. The solution allows VWGoA to seamlessly integrate its own processes and all repair shop information into the system environment of the entire VW Group.

“Today’s automobiles consist of more and more individual parts and components, and this upward trend is continuing,” says Ulli Kreidner, Head of Content Solutions at arvato services | corporate information management. “In addition, there are more and more models and editions. This complexity requires a professional repair shop information system. Our CMS solution, developed especially for after-sales and tailored to the needs of VW, contains all relevant information for the reliable and efficient repair and maintenance of VW vehicles. Error descriptions, suggested repairs, electrical wiring diagrams and more are all available in seconds with just a few clicks of the mouse.”

The stored data can be used for various applications throughout the corporation. This guarantees the exchange of data both internally and externally with partner companies (dealers, repair shops, etc.).

The process of recording and maintaining this data is also extremely user-friendly. The CMS concept offers full functionality and is based on a Web-front solution with

an intuitive user interface. Complex editorial steps are reduced to their essence, simplifying the job of the user. Each content management area has been especially adapted to the requirements of its user group. The integrated workflow solution guarantees smooth and transparent processes.

“Before GITTA was implemented, there was not an efficient way to measure or track productivity, allocate resources, or create accurate forecasts to manage workflow. The document management process was completely manual and more susceptible to error, containing inefficiencies we recognized but could not eliminate due to our system limitations,” says Laurie Brown, General Manager - Service Information and Tools at VWGoA. “The GITTA system has eliminated the manual process entirely. The workflow has been streamlined because GITTA provides a central repository for documents and information. VWGoA can now identify areas for further improvement, forecast projects accurately, and allocate resources as needed.”

Robert van Putten, Lead Technical Editor at VWGoA adds, “My team and I have come to know arvato services as a company with highly motivated employees who provided us with pro-active support around the clock. This made it possible for us to realize the system implementation in the shortest possible time.”

About arvato services:

The business segment corporate information management within of arvato services, a subsidiary of the international media and communication service provider arvato AG, is the leading specialist of solutions in the field of non-/digital information, marketing and merchandising logistics. Internationally acting, this division offers services in the fields of publishing, content management solutions, crm, operations, marketing & sales support and supply chain management. For the implementation of effective solutions numerous sites in the most important economic areas of the world are available which are certificated according EN ISO 9001:2000.

Press Release

Contact:

arvato AG
Corporate Communications
Carl-Bertelsmann-Straße 161
33311 Gütersloh / Germany
Fon + 49(0)52 41 – 80-3408
Fax + 49(0)52 41 – 80-3315