

SUCCESS STORY BMW M GMBH

# Tailor-made Customer Requirements perfectly managed with TIM





## Initial Situation

- There are more than 1,200 special requests per year, including unique requirements such as special wood or leather.
- There is no clear process responsibility. Each department keeps its own records and data files, often in Excel spreadsheets and Access databases.
- This leads to extra work due to duplicate data entry and a lack of information linking.
- Uncoordinated collaboration between the sales, development, purchasing and controlling departments leads to time-consuming information exchanges when requests are made.

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**„We need extreme flexibility, as the procedures within the processes can change at any time.“**

TANJA MAIR

Project Manager, BMW M GmbH

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**„The return on investment was achieved after the first process run!“**

TANJA MAIR

Project Manager, BMW M GmbH

## Requirements

- The vehicles produced are unique and require flexible workflows, since processes can change at any time.
- Special processes can be easily coordinated with all parties involved from different areas/departments.
- Those involved in the process have quick access to the right data.
- All process steps are completely documented.





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„Thanks to TIM Flow, there  
is enormous flexibility  
and a wide range of  
customisation options.”

TANJA MAIR

Project Manager, BMW M GmbH



## Results

- Clear task allocation, higher data quality and improved transparency.
- Shorter response times to customer enquiries.
- Time savings in sales thanks to optimised processes.
- Process owners always have an overview of the current process status, the parties involved and the time remaining for further steps.
- Process modelling and automation ensure a consistent process flow and comprehensive documentation.
- Bundling of expertise from all departments.
- New analysis options are available through runtime data.
- Parameterised links to other applications enable quick access to other systems.
- Processes are continuously optimised and further developed.

## Why TIM Flow?

- Fast entry with an ROI in less than six months – incomparably efficient.
- Next-level process automation – with TIM and AI.
- Versatile evaluations provide you with unprecedented insights into your processes and enable profound decisions.
- Highly complex processes run stably and reliably.
- Rapid implementation and simple rollout.
- Complete transparency regarding the process status at all times.
- Intuitive operation and clear structure of the TIM user interface – ideal for all process participants.
- Continuous development of our software and features – you are always up to date.
- First-class services and support – fast, competent and always there for you.



„Just as we offer individual products and deal with customers, **our automated process now works in exactly the same way.**”

TANJA MAIR

Project Manager, BMW M GmbH

## About BMW M

Customers of BMW M GmbH in Garching, near Munich, expect their extraordinary automotive wishes to be fulfilled. Since August 2010, TIM Flow has been used to handle special requests, offering maximum flexibility and tailor-made adjustments.



Learn more about BMW M GmbH here:

[www.bmw-m.com](http://www.bmw-m.com)




# Start Your Own Success Story!

Optimise your business processes and increase efficiency with TIM Flow!

Would you like to learn more about successful use cases? Contact us for further information or an individual demo to discover the full potential of our solution for your company.

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