hp success story

globaltoyota

hp consulting: the right partner at the right time for Toyota in Europe

Toyota Motor Corporation is the world’s third largest automotive manufacturer, with net global revenues of some EUR 120 billion. In Europe, Toyota already is the ninth largest vendor of passenger cars, and — with 2002 record sales for the fifth year in a row — still growing.

Toyota Motor Europe Marketing and Engineering (TMME) was established in October 1990 and is the umbrella organisation handling wholesale marketing and engineering of Toyota and Lexus vehicles, parts and accessories. This organisation has its head office in Brussels, Belgium, and currently employs approximately 1,100 people of more than 20 different nationalities.

external expertise

“We needed to restructure our infrastructure and network to support continued growth and prepare for the opening of our new French manufacturing plant,” said Arlen Biesiada, TMME’s general manager of IS. “By bringing in external expertise, we could implement all our
planned projects and gain access to the managerial capabilities that we needed in the short term.”

TMME’s priority was to identify a supplier that combined an understanding of its business needs with the ability to translate these needs into practical solutions. Well-developed organisational capabilities were also important. Although TMME had rarely worked with HP in the past, it appointed HP Consulting as its partner.

“Having explained our situation to HP Consulting, we were soon in possession of a very positive proposal,” explained Biesiada. “The quality of this proposal, coupled with the breadth of HP’s experience, convinced us that we did not need to look any further.”

exceeding expectations

HP delivered services in three areas. Firstly, HP consultants occupied key management positions in TMME’s IS department until suitably qualified permanent staff were recruited. Secondly, HP carried out a wide range of improvements to TMME’s IS organisation and processes. Finally, HP Consulting delivered functional and technical expertise in several specific areas, including IT security, e-business, IT Service Management (ITIL), Windows NT, Windows 2000 and SMS.

According to Biesiada, the partnership was outstandingly successful. “Not only did HP consolidate and stabilise our existing infrastructure but it also accelerated the process of building a more complete IS organisation, with all the right procedures in place to support a growing, fast-changing business.

All our development projects were delivered successfully, and I believe that we have a stronger market position as a result,” he said.

In the later stages of the engagement, HP’s consultants worked side-by-side with new TMME managers. According to Biesiada, this strategy ensured that the handover was smooth, with TMME able to assume responsibility for the entire infrastructure.

“HP Consulting had the right managerial skills, the right technology for Toyota’s business, and a respect for Toyota’s culture. Its professionalism exceeded our expectations,” he concluded.

For more information on how working with Hewlett-Packard can benefit you, please contact your local HP sales representative or reseller, or visit: http://www.hp.com