



TOTVS software supports the entire operation of the Harley-Davidson in Brazil

Technology goes along the complete manufacturing process, from receipt and clearance of the pieces to the expedition of 21 models of motorcycles. In addition, the integration of data from the factory to the demand of the concessionaires and the commercial area, made possible by the tool, improved the customer service

São Paulo, August 3, 2015 - Harley-Davidson Brasil, branch of the most traditional and one of the largest manufacturers of motorcycles in world, implemented the TOTVS' management software to support its entire operation in Brazil. The system goes through the complete process of manufacture of 21 models of motorcycles produced in the factory of Manaus and quickly presents the status of the production plan to the dealers and to the commercial area, allowing prioritization of a certain model according to the demand of sales.

Harley-Davidson uses the software of management TOTVS since 1998. In the beginning of 2014, the company implemented a new version of the system to rely on the support and update offered by TOTVS. To further enhance the results achieved with the adoption of the new ERP, the project had the participation of professionals from Harley-Davidson US, of the factory in Brazil, and of the commercial area of the company, which mapped the processes and defined the flow of routines and the scope of the software before the deployment. Furthermore, the project featured the participation of TOTVS Consulting, business consulting unit of TOTVS that was responsible for Change Management, which aims to minimize the impacts of the changes in the organization, and for the Project Management (PMO) during deployment.

"TOTVS ERP alignment to the needs of the Brazilian market and the deep knowledge of the legislation and the complexity of the business environment in the country influenced the decision. The long-standing partnership between the two companies also influenced the choice", says Celso Ganeko, Chief Industrial Officer of Harley-Davidson.

The redesign of the process flow and the deployment of the new version of TOTVS' solution conferred numerous gains to the company, however, the biggest impact was on the factory floor. In short time, the system provided greater productivity to operation and improved the relationship between the different areas of the company in the country.

To ensure standardization and, at the same time, the compliance with the legislation of Manaus free Trade Zone, 95% of the raw material comes from the United States and 5% is local. TOTVS' tool controls from receipt of the material to the motorcycle expedition, including clearance of the pieces, entering them in the system, inventory control, opening of the production order until the delivery of the finished product to the stock. The monitoring of manufacturing routines is totally held within the module of Production Planning and Control (PCP) which is updated according the progress of the level of production, quality and safety, among other metrics of Harley-Davidson.

In order to raise further the production management, TOTVS customized an innovative tool for the company, the Doctor Report. All goods that arrive from the USA go through an inspection prior entering in the factory. If there is any failure in the product, the goods cannot enter into manufacture. The Doctor Report has simplified the conference of material and production control recognizing the absence of parts and preclude the use of the goods until their regularization.

In addition to that, the tool enabled to create and visualize many other processes, improving the relationship between the factory, the commercial area and the concessionaires. "Through a web portal, the concessionaires interact with our commercial area. The information generated in ERP during the productive process feeds the web portal, facilitating the allocation and sale of the motorcycles. From the definition of shipment of the goods to a concessionary, the solution performs the billing automatically", informs Adriano Martins, IT manager of Harley-Davidson Brasil.

Celso Ganeko comments, yet, that the adoption of a new version of the TOTVS system was a very wise decision. "We were able to reduce the time of production and processing of information, increasing at the same time, the reliability of the data. Besides, the solution enabled a better decision-making due to the integration of information, improving the performance of the company's operation in Brazil. "

"In order to be more and more essential to our customers, TOTVS focuses its efforts on developing solutions that meet the needs of each specific sector. Optimizing processes of industry floor is essential for the efficiency and productivity gain of a manufacture", says Carlos Valle, Executive director of Services of TOTVS.

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