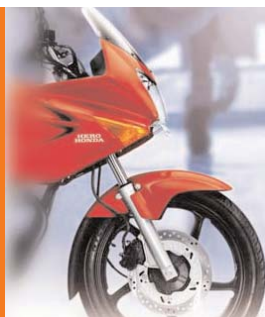


CASE STUDY

Hero Honda Motors Drives Increased Operational Efficiency and Productivity Using MapInfo



“MapInfo's technology enables us to deliver on our commitment to customers throughout India, ensuring we maintain our high level of satisfaction,”

Mr G.D.Sharma, Senior Manager, Outbound Logistics, Hero Honda Motors

About MapInfo

MapInfo Corporation (Nasdaq: MAPS) is a global software company that integrates software, data and services to help customers realise greater value from location-based information and drive more insightful decisions. MapInfo solutions are available in 20 languages through a network of strategic partners and distribution channels in 60 countries. Headquartered in Troy, NY, MapInfo Corporation is on the World Wide Web at www.mapinfo.com.

About ML Infomap

Headquartered in New Delhi, India, ML Infomap Private Limited (MLI) provides IT Services and Solutions, focussing on Geographical Information Technology. Founded in 1993, the company has established a reputation for providing quality, timely, competitive and successful GIS solutions. MLI has significant strengths in GIS consulting and in the design, development and deployment of complex GIS using MapInfo range of products, including Web based GIS and Fleet Management solutions on MapXtreme. Visit ML Infomap at www.mlinfomap.com.

www.mapinfo.com.sg

Hero Honda Motors Limited started out as a Joint Venture between Hero Group - the world's largest bicycle manufacturer - and the Honda Motor Company of Japan. Established in 1984, Hero Honda Motors gave India nothing less than a revolution on two-wheels. Driven by the trust of over 5 million customers, the Hero Honda product range today commands a market share of 48% and an impressive turnover of 5000 crore INR (estimated USD1.1 billion) making it a veritable giant in the industry.

Hero Honda Motors is also one of the most fuel-efficient motorcycle manufacturers in India. The company was the first in India to introduce four-stroke motorcycles, setting the standard for fuel efficiency, pollution control and quality. Hero Honda Motors is focused on delivering a high standard of service to its customers and is committed to manufacturing high-quality and reasonably priced products.

Hero Honda Motors strives to achieve engineering excellence and the business has always recognised the need to adopt fast and efficient technology to create quality driven products that satisfy the needs of customers, partners, dealers and vendors whilst also meeting internal business objectives.

The Situation

With sales of over two million motorcycles in fiscal year 2003-2004 and a strong market share of 48 per cent, Hero Honda Motors has an extensive distribution and service network spread throughout India. The company employs approximately 10,000 people and is headquartered in Vasant Vihar, New Delhi and has manufacturing plants at Dharuhera and Gurgaon, located on the outskirts of Delhi, India.

One of the main challenges for Hero Honda Motors has been its ability to effectively identify ideal routes for deliveries. Mr G.D.Sharma, Senior Manager, Outbound Logistics, Hero Honda Motors said "In the past, staff utilised hard copy paper maps and atlases to identify routes to undertake for a delivery. This proved to be manually time consuming, tedious and costly due to the increased manpower it required."

"We needed an automated solution that could define the shortest and most easily accessible routes. We also required a software solution that was hassle free, user friendly and would ultimately enhance the operational efficiency and productivity of the outbound logistics team," he added.

The Solution

In 2003, Hero Honda Motors recognised the need for a fast, easy and reliable software solution that could identify optimised delivery routes and monitor the distance travelled on each delivery in order to increase customer satisfaction, enhance productivity, improve accuracy and reduce costs.

Hero Honda Motors teamed with ML Infomap, a GIS solutions and services provider to implement a customised mapping solution based on MapInfo Professional. Utilising ML Infomap's support expertise, the implementation and integration of the MapInfo solution into Hero Honda Motor's existing infrastructure was almost seamless.

This customised solution allowed for MapInfo's technology to be easily integrated into Hero Honda Motors' existing IT infrastructure with minimal difficulty due to the support provided by ML Infomap.

Hero Honda Motors



"We have optimised our delivery routes by 6 per cent over one year, resulting in a monetary benefit for the company and increased operational efficiency and productivity,"

Mr G.D.Sharma, Senior Manager, Outbound Logistics, Hero Honda Motors

The automated solution provides up-to-date, accurate detailed maps which are used to define and navigate the delivery route according to the shortest and most time efficient approach. The solution also manages geographically based assets including shops, people and property and is also used to calculate the distance of a route.

The Benefits

Through the implementation of an automated solution built on MapInfo Professional, Hero Honda Motors immediately reduced the occurrence of human errors and improved process automation considerably.

"Using MapInfo's technology, we can identify patterns and trends that may otherwise be impossible to source. This allows for more thorough planning of logistics and enables us to prepare for an emergency should the situation ever arise. The core benefit of this solution is demonstrated in its ability to automate processes that previously were time consuming, unproductive and ineffective," said Mr Sharma.

For example, before implementing this solution, three to four people were using paper maps and an atlas to identify the most ideal delivery route. With the

introduction of MapInfo's technology only one person is required, improving operational efficiency, enhancing productivity and increasing the accuracy of any information generated.

"This solution has been invaluable to Hero Honda Motors. We can now track approximately 2400 trucks that conduct deliveries over a 25,000km road length, allowing complete operational management and improved customer service.

"We have optimised our delivery routes by 6 per cent over one year, resulting in a monetary benefit for the company and increased operational efficiency and productivity for the Outbound Logistics team. More importantly, MapInfo's technology enables us to deliver on our commitment to customers throughout India, ensuring we maintain our high level of satisfaction," concluded Mr Sharma.

For more information visit www.mapinfo.com.sg or contact your MapInfo office or authorised MapInfo business partner.

For more information:

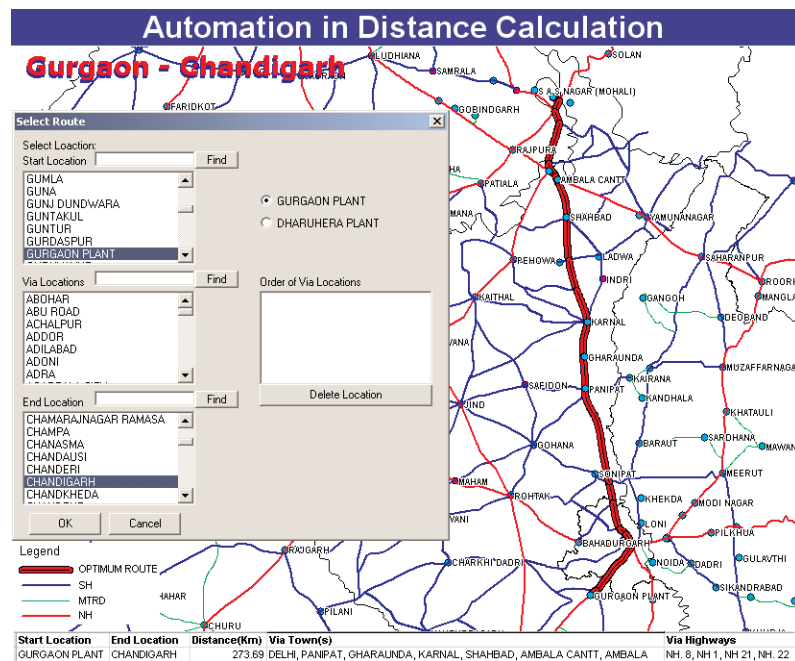
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Or contact your authorised
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MapInfo Professional enables Hero Honda to automatically calculate the distance covered.

