A high-productivity system for Toyota

Dia System offers technology solutions that go way beyond software, applying "Japanese philosophy" to the car dealership industry. Today we're presenting the Toyota Sales System, which this multinational corporation employs exclusively in Brazil and which was developed on GeneXus.

The Toyota Sales System is a Web solution made available and implemented in the servers of every Toyota distributor throughout Brazil. The application is used via the web browser from the distributor's Intranet. The user logs into the system and completes the information on certain pages in the system, depending on his or her permits. In addition to the traditional process for storing data in the database of the Toyota distributor, there are online processes that send and/or receive information from Toyota Brazil in order to provide continuity in the application's operation. All of this connectivity was developed with WebServices and digital certificates.

Why was GeneXus chosen to create this application? "The strongest features we saw were its abstraction from modern technologies, the fast process for building the conceptual data model, the speed with which first-time users can be trained to use it, the high productivity it delivers and the standardization of behaviors with Patterns and integral use of record management with Business Components," says Marcelo Chinalia, Project Manager at Dia System.

According to the project manager, GeneXus provided an easy way to develop mission-critical applications while offering high productivity and potential, and the technological advantage of event-oriented development and Java generated applications. It made it possible to respond quickly to the demands of customers with complex technical needs, and by providing the capacity to develop robust, safe and efficient web solutions it gave the company an edge over the competition.

This solution also allowed Toyota Brazil to have complete, highly-accessible and up-to-the-minute information from its network of distributors, thus helping it identify areas for improvement and strategically plan its actions in the Brazilian market. In this way, Toyota Brazil was able to strengthen and consolidate ties with its distributors, thus enhancing the quality of its products and services.

Production Environment Technical File	
Tools	GeneXus
Generator	Java
DBMS	Informix
Operative System	Linux
Platform	Web
Links	www.toyota.com www.heurys.com.br www.diasystem.com.br www.genexus.com

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