

Case study | Ejner Hessel

How Hessel Trucks went **from a blank paper to a blueprint for the future**



EJNER HESSEL

annata
Powering possibilities

“

We were looking for a partner with industry experience, someone who understood the import business – and would ensure simple integration. Annata was able to provide us with qualified answers to all our questions and made us feel very assured about our choice.

In fact, I don't think there are many businesses out there who have managed to do a full-on set-up the way we did together in such a short period of time. Ultimately, it came down to working with a partner, who really understands the automotive industry.

Morten Roth, Director, Marketing & Digital, Hessel Trucks





A new role **as a distributor**

In 2022, automotive retail company, Ejner Hessel, had the opportunity to become a general distributor of Mercedes-Benz trucks in Denmark. This was something very close to the heart of the company's business, as it originally started out as a reseller of trucks back in 1968. Today, Ejner Hessel is Denmark's largest licensed dealer for Mercedes-Benz trucks, while also representing other global brands like Ford, Renault, and Dacia – with Hessel Trucks as the department taking over the Mercedes-Benz truck import.

A complete supply chain **without an importer management system**

As a new importer of Mercedes-Benz trucks, Hessel Trucks became responsible for a complete supply chain – from importing and distributing spare parts to importing and selling new trucks and beyond. Taking on this task presented a massive business opportunity, but also came with a challenge. Hessel Trucks faced the absence of an import management system tailored to their needs. Consequently, they embarked on the journey, starting with a blank piece of paper. However, they knew that in order to achieve this ambition, they needed to collaborate with a partner.



A robust system landscape from an **automotive business solution expert**

During Hessel Trucks' quest for a software solution partner, our expertise in the automotive and trucks & buses industry, coupled with our comprehensive cloud-based solution, A365, emerged as the perfect fit. Running on Microsoft Dynamics 365, A365 is seamlessly integrated with Microsoft Azure and Microsoft Power Platform. This offered them the exact system landscape they envisioned as it promised not only optimal workflow automation but also the crucial elements of flexibility and scalability they needed.

A365 harnesses Microsoft's integrated AI capabilities, empowering them with the full potential of the Microsoft ecosystem, creating a unified and cohesive solution for their business needs. It offered a robust solution with seamless integration capabilities with both Daimler and its broader dealer management system "DMS", offering a versatile and tailored approach to their needs.



Altogether, this led them to choose us as their software solution partner.

And so, Hessel Trucks formed a small team of both IT experts and people with hands-on knowledge of the daily operations to work closely with our team to tailor A365 to not only meet its technical requirements but also resonate with the practical needs of its operations.

This resulted in a rewarding collaboration where challenges were solved as they arose due to a high level of industry expertise and know-how from both parties. The teamwork was instrumental in creating the desired complete system landscape for the new import business – which accelerated the implementation process significantly.

“

The automation of many of the processes enables us to focus on our core business of providing the best service and the best products to our customers and our partners.

Tomas Gustavsson, CEO, Hessel Trucks

A blueprint **for the future**

Within less than a year, Hessel Trucks went from having no system at all for handling their new Mercedes-Benz truck import business to having a fully operational, user-friendly software solution that allows dealers to order spare parts, create service contracts, order new trucks in a dealer portal, do full invoicing, and everything in-between – just as Hessel Trucks had hoped for.

In fact, the process and outcomes were so exceptional that Hessel Trucks has made a significant impact within the Mercedes-Benz and Daimler headquarters in Stuttgart, serving as a standout case of successful new business implementation.

The collaboration has unveiled fresh opportunities for Ejner Hessel's business transformation endeavors, with A365 now being leveraged for their new import venture of Mercedes-Benz and Setra buses, serving as the software solution. This development follows the successful implementation of the trucks project just a year ago.

Hence, the road has been paved for even more exciting future developments – from trucks to buses to... wherever the road takes them – together with Annata.



“

When choosing Annata, we saw some perspective. It's flexible, it's easy to do integrations, and it's built upon Microsoft solutions which makes it a lot more scalable than a lot of other solutions out there because it's a system where you get a lot of things off-the-shelf.

Morten Roth,

Director, Marketing & Digital, Hessel Trucks



EJNER HESSEL

annata
Powering possibilities