



ROCC
PRESS INFORMATION

M. J. ALDRICH

PRESS CUTTINGS

JANUARY 1985

Motor trade boom

By Mike Aldrich, chief executive, Roc Computers

What is more supply than demand? The consumer generally gets a good deal.

Thirty years ago, car ownership was restricted and expensive, and waiting months for a new car was normal. Today there is a myriad of suppliers and models, special offers, and the standard black car has been replaced by a custom-specified machine with distinctive colour, trim, engine and extras.

The motor industry is a tough business. No quarter is asked — none is given. The rewards are enormous. The designing, building and selling of modern vehicles are costly and complex.

The consumer awards accolades and wooden spoons with dispassionate objectivity. Any supplier is only as good as his last model.

In the motor industry, competition became fierce. The discussion of the car is now a prime competitive strategy. The car has become a status symbol. It is a statement of the owner's personality.

So how could the car dealer close the deal when he does not have the car the customer wanted? The answer would walk a few hundred yards along the street and look for alternatives.

The industry has been constructing private data systems with mainframe computers' showrooms.

These terminals are connected over PSTN to each car system has an enquiry terminal that enables the dealer to search a car to the customer's specification and to search the vehicle to see if it is in another dealer's showroom. It can be ordered from the factory.

The most sophisticated systems enable the dealer to "pick-up" or buy the vehicle from the terminal. In the case of an order on the factory, the dealer can establish and progress order status.

Because the dealer is now on-line to the maker, all communications between them have been accelerated. The configurations for cars sold and cars ordered are collected daily.

Lead-times on offers and price changes have been decimated. The car marketers have a devastating new tool to use. The front-line sales people have constant up-to-date information to use to fight the battle.

The consumer gets better service, a better deal and a better vehicle.

The videotex systems used by the car makers are far away from most people's perception of viewdata/videotex with tree structured databases.

The hottest computer systems have more natural language conversation and intelligent interrogation. They have interactive features, dynamic programming, computer networking.

The applications are...

broader from vehicle selection, to spares ordering, expediting, messaging, costive evaluation, and dealing. Second-hand cars are being bought...

Videotex is as much a part of selling a car today as the test drive. And the time of the one-stop, fast-purchase with instant vehicle, credit and finance is approaching.

INFORMATION SERVICE

For further information, contact Roc Computers Circle Number 126.



January 1985, Micro Computer News

INTERNATIONAL PRESS-CUTTING BUREAU
Lancaster House,
70 Newington Causeway, London, S.E.1

Extract from
Communicate, High Wycombe, Bucks.

JAN 1985



ROCC Computers is the management City consortium that has acquired Rediffusion Computers Limited. Members of the consortium, left to right, Keith Bankes, Derck Strath and Norman Watling, Dick Strong and Mike Aldrich.

INTERNATIONAL PRESS-CUTTING BUREAU
Lancaster House,
70 Newington Causeway, London, S.E.1

Extract from
Management News, London.

January 1985

Hundreds of Employees IS ON IT

'Information Technology — especially in relation to office automation' is the theme of recent meetings and seminars. Recent speakers have included Martin Healey, professor of micro-processor engineering at University College, Cardiff, who delivered a far-ranging paper on where technology has moved in recent years, and a moving Mike Aldrich, managing director of Rediffusion Computers Limited, taking a look at the future of office automation. Other scheduled events have included a visit to the branch by representatives of IBM, giving their views on office information developments.