



ATLAS SYSTEMS CASE STUDY

focus on Tesla Motors, Inc. – Automotive OEM Startup

1. CUSTOMER SITUATION

Tesla Motors, Inc., is a startup automotive manufacturer of electric powered automobiles based in San Carlos, Calif. Its initial product is a two-seat, high performance roadster, assembled in the U.K, by Lotus Cars, Ltd. The design of the overall product and Tesla-specific components of the vehicle is taking place in San Carlos. Parts not designed by Tesla are off-the-shelf Lotus parts supplied by Lotus.

Tesla made the decision to install SAP ERP software to control its total operation, including the modules FI/CO, SM, SD, MM, PP, and QM. The initial installation began in August of 2006 by another SAP implementer.

The full installation was scheduled for completion on 31 March 2007 but was delayed until 30 April 2007. The go-live was far below Tesla expectations; there were major deficiencies in all the modules, making it extremely difficult for Tesla to operate with the software.

Atlas Systems was brought in initially to do an assessment and discovery of the deficiencies surrounding the operation of the Tesla Store (SM/SD modules).

Tesla Motors is unique in the automobile industry in that they are marketing the vehicles to the public in Tesla owned stores – not in the usual franchised dealer model. This unique approach simplifies many of the traditional OEM to Dealer transactions and makes these transactions internal to the Tesla system. This in turn reduces many of the formal OEM to Dealer transactions down to internal accounting entries within the Tesla SAP system.



Business Intelligence Solutions

2. SOLUTION

During the Assessment and Discovery Project, Atlas Systems worked with the Tesla Motors stakeholders to formulate a plan to make corrections to the SAP SM/SD modules in order to make the operation of the Tesla Store conform to both Tesla's requirements and industry best practices

The resulting Tesla Store Retrofit Project is designed to accomplish the following:

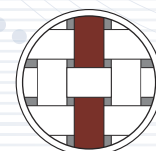
1. TECHNOLOGY

- a. Install SAP software module for Portal
- b. Install SAP software module for Net-Weaver

2. SOFTWARE MODIFICATIONS

- a. Make retro corrections to the SAP SM/SD modules to conform to the processes defined by Tesla and Atlas Systems for operation of the Tesla Store
- b. Design and install a Point-of-Sale system in the store integrated to SAP
- c. Provide the proper reports for operating the Tesla Store
- d. Design and implement the forms for sales of vehicles, parts, and service in the Tesla Store
- e. Provide documentation and training materials for Store operations

For more information on developing a results driven,
dependable partnership with Atlas Systems,
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