



Mustang Tractor and Equipment Company

Online imaging solution automates document management and leads to improved customer service

Benefits

- Eliminates paper-based service files
- Saves time and money
- Improves customer support

Business overview

In 1952, founders Otis Massey, Frank Tucker, and Earl Calkins brought together a wealth of expertise in sales, service, and finance to form Mustang Tractor and Equipment Company. The strong economy of southeast Texas provided a great demand for Caterpillar equipment.

Challenges

With over 350 earthmoving product lines, Mustang has claimed a growing share of the total industry. However, Mustang recognized the need to update its existing microfiche operations to computer output to laser disk (COLD) reports management, as well as implement an imaging solution.

EMC solution

“We have been searching for imaging and COLD solutions for quite some time,” says Jim Fuller, manager of information systems at Mustang. “We selected EMC[®] Documentum[®] ApplicationXtender[®] and ApplicationXtender Report Management because they combined the best features of both COLD and imaging in an easy-to-use Windows environment.”

Mustang will implement ApplicationXtender Report Management software to interface with the existing IBM AS/400 mainframe. Each night, the AS/400 and RISC 6000 spool files will be downloaded, extracted, and indexed automatically. Mustang will process a number of reports including invoices, financial statements, picking tickets, and registers on a nightly basis. Various departments will easily retrieve the COLD data from their existing terminals and PCs.

In addition to replacing the existing microfiche operations with COLD, Mustang will now scan many paper-based, service-related documents including daily job descriptions, repair journals, service reports, warranty claims, and claim settlement notices.

Summary

Mustang anticipates the elimination of a majority of paper-based service files with online imaging. According to Fuller, “Keeping up-to-date records of every machine and service we sell is a very manual process today. We expect that our new imaging capabilities will save us time and a tremendous amount of money, allowing us to better serve our customers.”

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About EMC

EMC Corporation (NYSE: EMC) is the world’s leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMC’s products and services can be found at www.EMC.com.

Business profile

Mustang Tractor and Equipment Company

An authorized sales, parts, and service dealer for Caterpillar construction equipment and engines

Industry

Equipment manufacturing

Geographies

Based in southeast Texas

Business solution

Document management
transactional content management

EMC products

EMC Documentum
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Documentum ApplicationXtender
Report Management

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Customer Profile
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