



Mazda Canada Inc.
Toronto, Canada
www.mazda.ca

Industry:

Automotive

Employees:

125

Oracle Products & Services:

Oracle Database 10g Express Edition

Oracle Partner:



Just Good Data
www.justgooddata.com

Partner Products & Services:

Indico™

“Indico provides actionable data for warranty cost reduction without impacting on the customer experience.” – Rob Murdoch, Manager of Warranty Administration, Mazda Canada Inc.

Mazda Canada Predicts Warranty Claims Costs with 99.7% Accuracy While Cutting Warranty Overhead

Mazda Canada is part of the Mazda corporation, created in 1920. Mazda has a reputation for embracing innovative technologies and was the first company to run a car on hydrogen fuel.

Challenges

- Achieve near 100% accuracy in predicting warranty costs
- Reduce warranty costs, a significant overhead for auto manufacturers that amounts to US\$60 billion globally each year
- Optimize profit levels and customer service by identifying the best and worse dealers, regions and parts.

Solution

- Acquired Indico™, an actuarially based solution from Oracle Partner Just Good Data, built on Oracle Database 10g Express Edition, that models the distribution of claims for every vehicle part throughout the standard and extended warranty lifecycle
- Benefited from the resilience of Oracle Database 10g Express Edition, distributed free of charge to developers and ISVs, to gain a solution with enterprise-class performance, scalability, reliability, and security at an affordable, competitive price
- Used Just Good Data's expertise of the automotive industry to tailor Indico to the specific requirements of Mazda's business and the needs of the Canadian market
- Fed sales data into Indico and received a monthly updated rolling forecast for warranty costs over the next 24 months
- Compared the types and volume of claims from all 162 dealers to identify inconsistencies
- Used Indico's actuarial techniques to profile warranty claim data and predict the likelihood of claims from each model line
- Achieved 99.7% forecasting accuracy for the cost of claims, a significant increase over predictions obtained without Indico