



Customer Profile

Bangla Cat enhances customer service and productivity with Infor Equipment



Challenges

- Acquire an integrated solution that provides reporting and visibility into the organization.
- Accommodate future growth by creating an ability to scale.
- Improve efficiency and customer service with ability to track and manage customer information.

Facts at a glance

Solution: Infor™ Equipment

Industry: Equipment

Country: People's Republic of Bangladesh

“We found Infor to be the best fit for a Caterpillar equipment dealer like us. We went live in eight months, with a flexible system that is designed around our industry-specific business activities.”

—Nazim A. Haque, Managing Director and CEO, Bangla Trac Limited

Benefits

- Improved visibility into critical business information.
- Provided quick and efficient customer service.
- Streamlined key information from sales, service, warranty, finance, and rental departments within a single, central business system.
- Supported business operations and enhanced customer service and productivity across the organization.
- Went live on time and on budget in only eight months.

About the company

Bangla Trac Limited, which operates under the name Bangla CAT, has been an exclusive dealer for Caterpillar (CAT) engines and equipment in the People's Republic of Bangladesh since 2004. Headquartered in Dhaka, Bangla CAT operates four branch offices that provide Caterpillar equipment for businesses across the country. In addition to its range of electric power generators, Bangla CAT also provides a full range of Caterpillar machines, engines, and rental services all over Bangladesh. To learn more, visit <http://www.banglacat.com/>

“Our new partnership with Infor will help us better achieve our objective of providing unparalleled service coverage and access. The Infor system will help us focus on enhancing customer satisfaction.”

—Nazim A. Haque, Managing Director and CEO, Bangla Trac Limited

641 Avenue of the Americas New York, NY 10011 800-260-2640 infor.com

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