



**MITSUBISHI
MOTORS**

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**MITSUBISHI MOTOR SALES
NEDERLAND BV ACHIEVES
100% DEALER ADOPTION
WITH ZERO TRAINING ISSUES**

MITSUBISHI MOTOR SALES NEDERLAND BV

Learn how Mitsubishi Motor Sales Nederland BV achieved 100% dealer adoption and reduced training costs by 50% using Fresche's Presto solution.

Industry: Automotive Distribution/Dealership Network

Region: EMEA

Product: Presto

Revenue: \$67.9 million

TABLE OF CONTENTS

<u>Summary & Results</u>	3
<u>Company Overview</u>	4
<u>The Business Challenge: Legacy System Limitations</u>	5
<u>The Solution</u>	6
<u>Presto Implementation Approach</u>	7
<u>The Results</u>	8
<u>About Fresche</u>	11

SUMMARY

[Mitsubishi Motor Sales Nederland BV](#) (MMSN) partnered with Fresche Solutions to modernize their core IBM i applications (formerly AS/400) and transform their dealer interface. This project addressed key user experience challenges and achieved significant long-term results, including 100% dealer adoption and over eight years of seamless integration and system stability. Through a selective modernization strategy, Fresche helped the company maintain critical business logic while equipping their team with a modern platform that meets the expectations of today's dealer network.

RESULTS



100% Dealer Adoption

All 60-70 dealerships successfully transitioned to the new Presto interface.



8+ Years of Stable Operation

Proven reliability and performance with 200-300 concurrent sessions at peak usage.



Zero Training Issues

Dealers adapted quickly with minimal learning curve and consistent positive feedback.



Future-Ready Platform

Strengthened partner relationships has positioned company for ongoing growth and expansion.

COMPANY OVERVIEW

MMSN is the exclusive distributor of Mitsubishi vehicles and parts throughout the Netherlands. Based in Amstelveen, the company operates a comprehensive dealer network of 60-70 dealerships, managing vehicle imports, parts distribution, and dealer support services for the Japanese automotive brand. Acting as a critical link between Mitsubishi's global operations and Dutch consumers, the company handles complex dealer relationships involving vehicle ordering, parts management, warranty processing, and after-sales support across its extensive network.



THE BUSINESS **CHALLENGE:** LEGACY SYSTEM LIMITATIONS

In 2017, MMSN's dealer-facing systems were struggling to meet the expectations of their evolving network. "All our dealers were able to order parts of vehicles using the green screens on IBM i (AS/400), and we thought in the dealer environment it wouldn't be accepted for a long time anymore," explained Rob Schrama, Manager IT.



MMSN faced four critical challenges impacting their operations:



User Experience Barriers

New dealership staff found traditional green screen interfaces confusing, often asking, "Is this MS-DOS?"



Training Overhead

New hires required more onboarding time due to unfamiliar legacy interfaces.



Future Viability Concerns

Modern dealerships were unlikely to accept outdated user interfaces, potentially impacting adoption.



Competitive Pressure

User-friendly, professional systems were essential to attract and retain dealer partners.

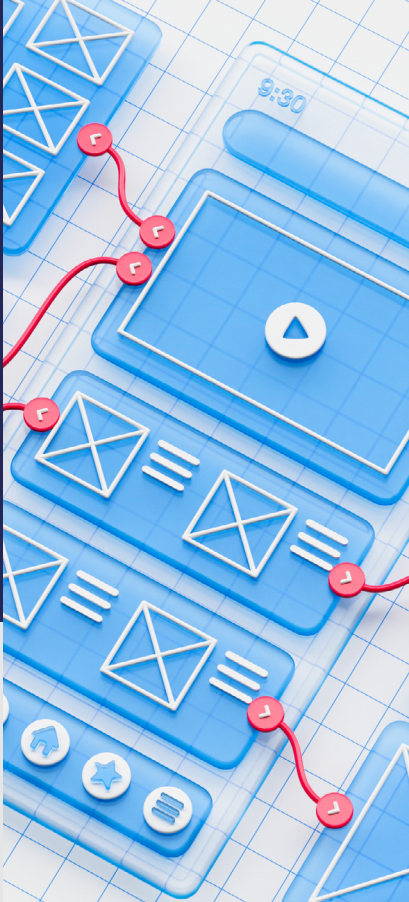


THE SOLUTION: IMPLEMENT A SELECTIVE MODERNIZATION STRATEGY

MMSN's strategic requirements were quite simple. They needed an innovative approach that enhanced their dealer-facing applications without disrupting their proven business processes or increasing training demands. Fresche recommended a selective modernization strategy to preserve the reliability of current systems while delivering an intuitive, modern user experience.



We decided to do it only for the applications our dealers are using. All internal applications for the people working in the distributor environment remain on the green screens, and our team is still happy with it."



PRESTO IMPLEMENTATION APPROACH

To address MMSN's IBM i modernization needs, Fresche developed a tailored three-phase approach using [Presto](#), a web UI solution that retains existing business logic while creating a seamless graphic user experience on top of IBM i applications. Here's how the transformation unfolded:



Phase 1: Assessment and Planning

- Evaluated multiple modernization options, ranging from platform migration to incremental interface updates.
- Selected Presto for its ability to keep MMSN's existing business logic intact.
- Partnered with Fresche for expert guidance and ongoing support during implementation.



Phase 2: Adoption of Familiar Workflows

Maintaining familiarity for dealers was critical to successful adoption. MMSN adopted the same workflows from the green screens, reducing the need for extensive training.

"We adopted the dialogue as it was on the green screen. So the matter of training was very limited to get started," Rob explained.



Phase 3: Custom Interface Development

- Converted traditional green screen menus into intuitive graphical interfaces.
- Designed user-friendly navigation with visual buttons, simplifying access to key areas for vehicles, parts, warranty, after-sales, mail, and dealer data.
- Preserved all underlying RPG functionality to ensure consistent reliability.

THE RESULTS: 30% INCREASE IN OPERATIONAL EFFICIENCY + 8 YEARS OF UNINTERRUPTED SYSTEM UPTIME

Fresche's partnership with MMSN to modernize their core IBM i applications significantly improved user experience, operational efficiency, and technical reliability. The strategic initiative transformed MMSN's dealer interface, achieving exceptional adoption and long-term satisfaction while positioning MMSN for future growth.

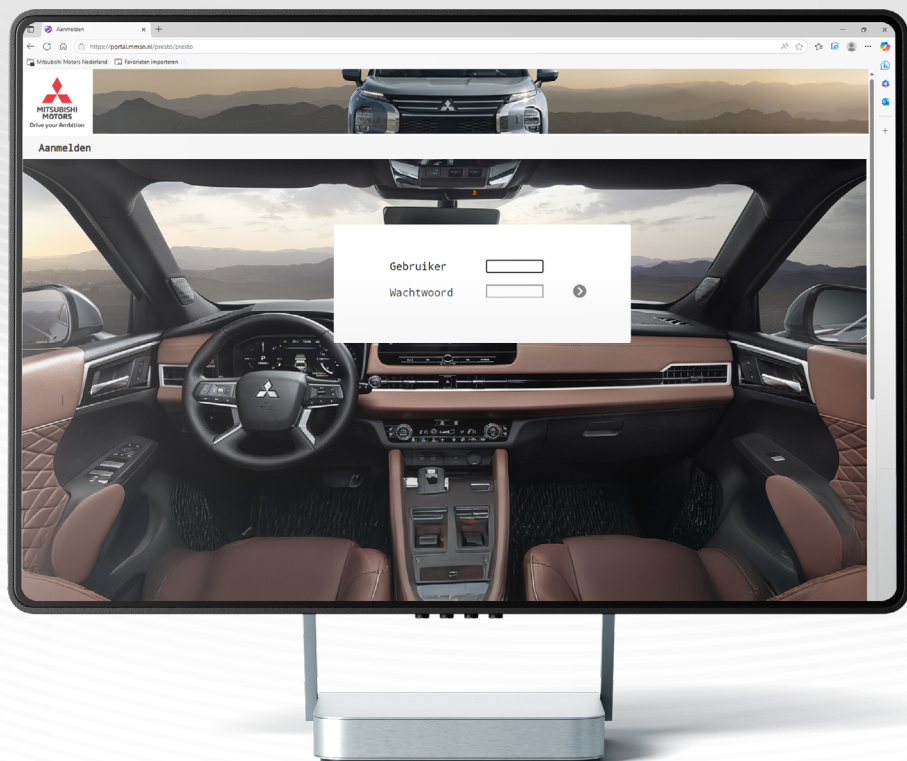
Immediate and Long-Term Business Impacts:

1

Enhanced User Experience & Adoption

The intuitive Presto interface achieved 100% adoption across all 60-70 dealerships. Dealers quickly adapted to the modernized system, with one user noting, "Anyone can use the mouse and click themselves through the Presto screens."

Here's a look at MMSN's user-friendly login screen:





2

Sustained Dealer Relationships

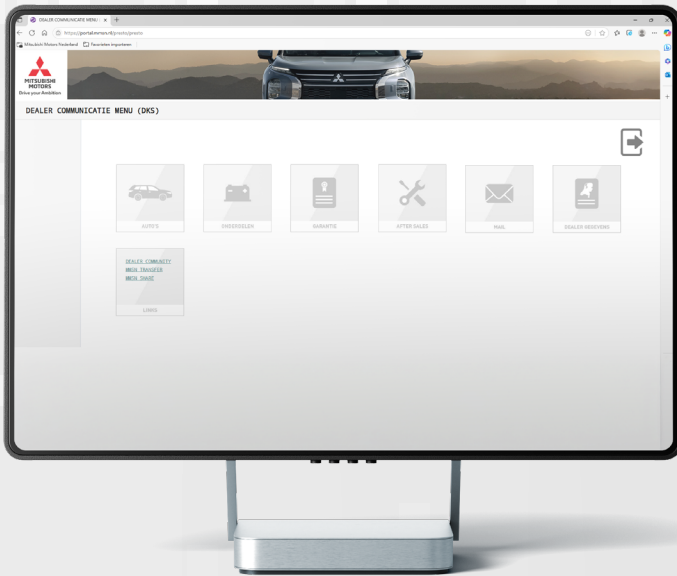
Eight years later, the Presto screens continue to receive positive feedback from both existing and new dealerships. This long-term satisfaction highlights the success of the modernization in strengthening relationships and operational performance.

3

Future-Proofing & Continuity

By proactively modernizing their systems, MMSN avoided user rejection risks while ensuring system stability. The project successfully preserved all critical business logic and data integrity, positioning their operations for long-term growth.

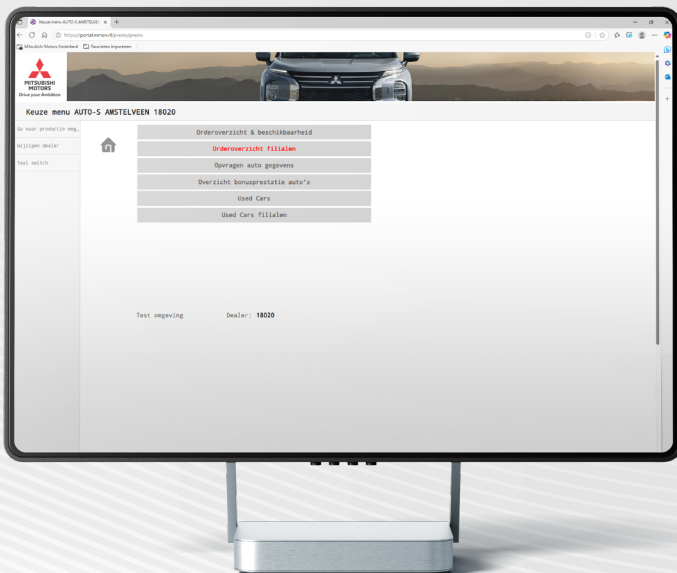
TECHNICAL **ACHIEVEMENTS**



1

Seamless Integration

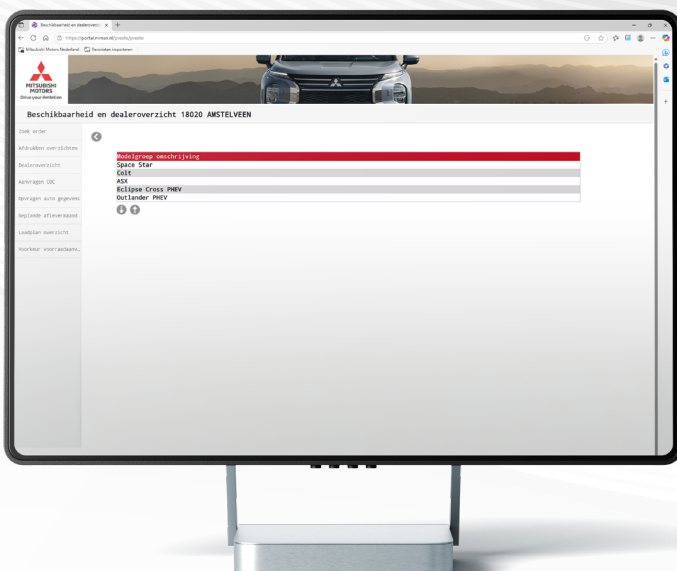
The modernized interface maintained a perfect connection to existing RPG applications, handling 200-300 concurrent sessions during peak usage without performance issues. This seamless integration ensured uninterrupted service despite a growing dealer network. Here is a screenshot of the main menu:



2

Multi-Language Support

The solution successfully expanded to support multiple languages (Dutch, French, and German), demonstrating its adaptability and robustness for a multi-national environment. Below is an example of MMSN's vehicle menu.



3

Empowered Internal Team

With Presto, MMSN's internal team gained the capability and self-sufficiency to manage updates, perform ongoing customizations, and maintain system health.



About Fresche Solutions

Ready to Modernize Your Legacy Systems?

This project showcases the power of strategic IT modernization, delivering a highly stable, user-centric platform that continues to drive business success and strong dealer relations. If you're looking to modernize your existing IT investments without disrupting your business, contact Fresche to learn how we can help.



I'm satisfied with the product and with the support from Fresche. Each time I've needed assistance, they helped me very well, so I'm really happy with their support. It's been eight years now, and I think both long-time users and new dealers are very happy to work with the Presto screens."

Rob Schrama, Manager IT

Mitsubishi Motor Sales Nederland BV

Get Started



About Fresche Solutions

Innovators in AI-powered IT modernization, Fresche manages and maximizes the value of IBM i and Microsoft business-critical systems to reduce technical debt. Our market-leading IP and proven solutions in Modernization, Data Analytics & AI, KTLO, and Cloud Managed Services have earned the trust of global leaders from 2200+ companies. Reimagine your IT challenges into future growth and innovation with Fresche Solutions. Learn more at www.freschesolutions.com.

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