# DIGITAL MARKETING AND RETAIL CRM ECOSYSTEM

PRESENTER:

MICHAEL FOUSTERIS – SOFTWARE DEVELOPMENT MANAGER

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# AGENDA

## Introduction to System Landscape and Components

Who we are . Core Ecosystem Components. Innovation. Architecture

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# COMPANY INTRODUCTION

## Real Consulting Group, Onedealer GmbH and the SAP Partnership

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# About us

## SAP Credentials

- Certified with the highest SAP Status as **Platinum Partner**
- “SAP Partner of the Year” for 2016
- “Top SAP OEM EMEA“ for 2015
- Finalist in the 2015 SAP Pinnacle Award (OEM category)
- Largest OEM “SAP Business One” contract worldwide
- Awarded the SAP OEM worldwide partner award for the “Car Dealer Solution” - idea and innovation
- Member of the leading alliance of SAP solution providers worldwide
- Guarantee the best service and support for your international roll-out projects

REAL CONSULTING

**2001**

Company was founded

**17+**

Years of experience in Automotive Solutions

**>400**

skilled resources

**1200+**

Customers

SAP Platinum Partner

member of united VARs

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# About OneDealer

Our vision is to be the leading provider of automotive sales and after-sales software globally, by providing the digital core for ambitious, modern operations with a commitment to digital transformation.

Our mission is to help automotive retail businesses grow and thrive in the digital economy by providing a unified platform for digital transformation and optimization in every automotive sales and after-sales process, along with tools to increase sales, raise efficiencies and deliver an unforgettable customer experience.

**2015**

Company was founded

**300+**

man years of development

**140+**

skilled resources

**450+**

Dealers

# The OneDealer Solution

OneDealer is a holistic automotive retail solution designed to help automotive businesses easily embrace a digital strategy covering the entire sales & aftersales customer journey.

# ONEDEALER AT A GLANCE

## Market Focus

- Digital Marketing + CRM + Digital Workplaces (Online Marketing, Cloud CRM, Customer Mobility, SAP B1 Integration, BI-Analytics)
  - Verticals: Automotive Retail (Dealer networks, Importers, Wholesale, Workshops, OEM's)
- Retail
- Services

## Partners

- Cloud Partners: Cloudiax, Massive Grid, MS Azure
- DMS Development Partners: Xioma, SCG
- Sales Partners: Versino, MHP, SCG

## Business Model :

- Strategic partners per region/country
- SAP B1 competence + industry competence
- VAR model

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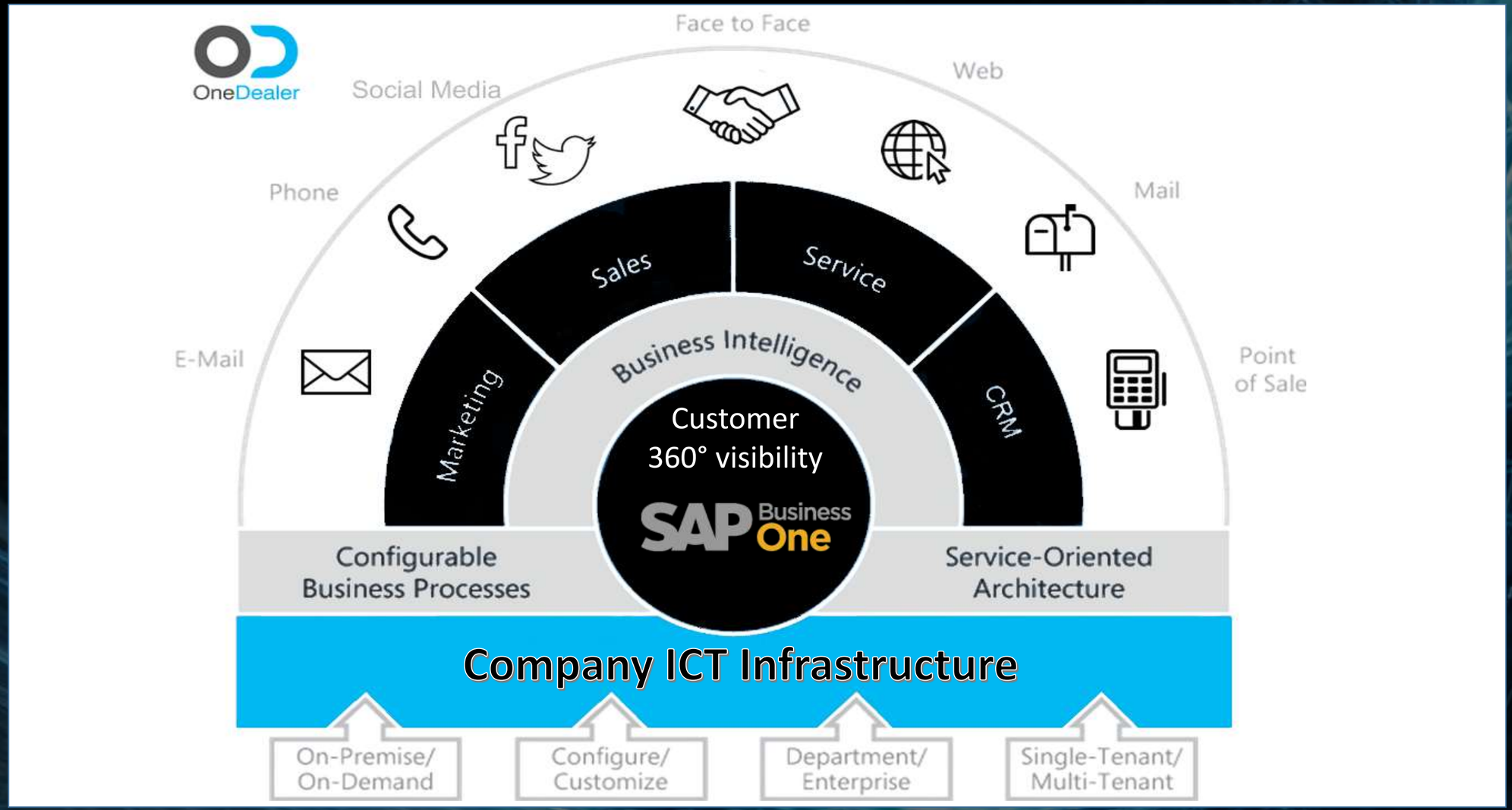
# OUR GOAL: THE DIGITAL TRANSFORMATION OF THE MARKETPLACE

## An Ecosystem of Applications and Platforms aiming at the Customer

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# ONEDEALER SOLUTION MAP

## Digital Presence

**My Site**
Hierarchical Web Site Management

**Site Adapter**
Sales
After Sales

**Online Service Management**
Appointments
After Sales Integration

**My Shop**
Centralized & hierarchical B2B/B2C Web-shop Management

**My Account**
Personalized Microsite for Leads and Customers

## Mobile Platform

**Digital Sales & After Sales Workplace**

**My Account**
Customer App

## Digital Marketing Sales

**Digital Sales Workplace**
Sales and Lead Management

**Omni-Channel Campaigns**
Sales & Marketing

**Digital After Sales Workplace**
Service and Package Sales / Lead Management

**Marketplace Management**
Multiple Marketplace/E-shop Integration

**Product Configurators**
Web based Vehicle configuration and stock locators

## Mobility as a Service

Mobility IoT, e.g. *Platform for Car Sharing, Ride Sharing, Fleet Monitoring, Telematics*

## Data Interfaces

**ERP, OEMs**

**SAP**

**Logistics, Third Party ERPs**

## Big Data & Analytics

**One Dealer Analytics**
Reporting and Management Support System
Predictions

**Social Analytics**
Social KPIs

## SAP Backbone Platform

**OneDealer Backbone**
SAP Business One
SAP HANA
SAP Business Objects

## Cloud Services

**Mobile Device Management**

**Office 365**

**SAP Cloud**

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# SYSTEM ARCHITECTURE MAP

## Digital Presence

### IIS

Service Based REST API
App to App Handshaking
Easy Deploying/Versioning through our Platform

### MS SQL Server

Per Customer Database Instances
In DB APP configuration

## Mobile Platform

**IOS and Android Native Apps**
**HYBRID Apps**

## Digital Marketing Sales

### IIS/App Server

**Application Services**
Service Based-> REST APIs
Extensive App Based Security
Multiple Applications and Projects through Tenant Architecture

### SAP HANA

**Security and Configuration Database**
- Domains, Users, Roles, App Rights, Modules, SBO User Connections
- Able to distinguish local(same instance) and remote installations
- Web Based Management Tool

**CRM/After Sales Database**
- Merged with SAP Business One DB Sharing Master Data
- Able to understand Multiple Companies, Branches, Locations in the same DB through Data Dimensioning
- Mixed Storage Model Supported
- Tools to Synchronize and Merge DBs

## Data Interfaces

### SAP ERPs, Third Parties

Advanced Tools to consume, process, import and export Data to other Platforms

## Big Data & Analytics

**One Dealer Analytics**

SAP Business Objects
SAP Hana Native Analytics
SAP Lumira Designer

**Social Analytics**

FB/Twitter Integration

## SAP Backbone Platform

**OneDealer Backbone**

SAP Business One
SAP HANA

## Cloud Services

**SAP Cloud** | **Office 365**

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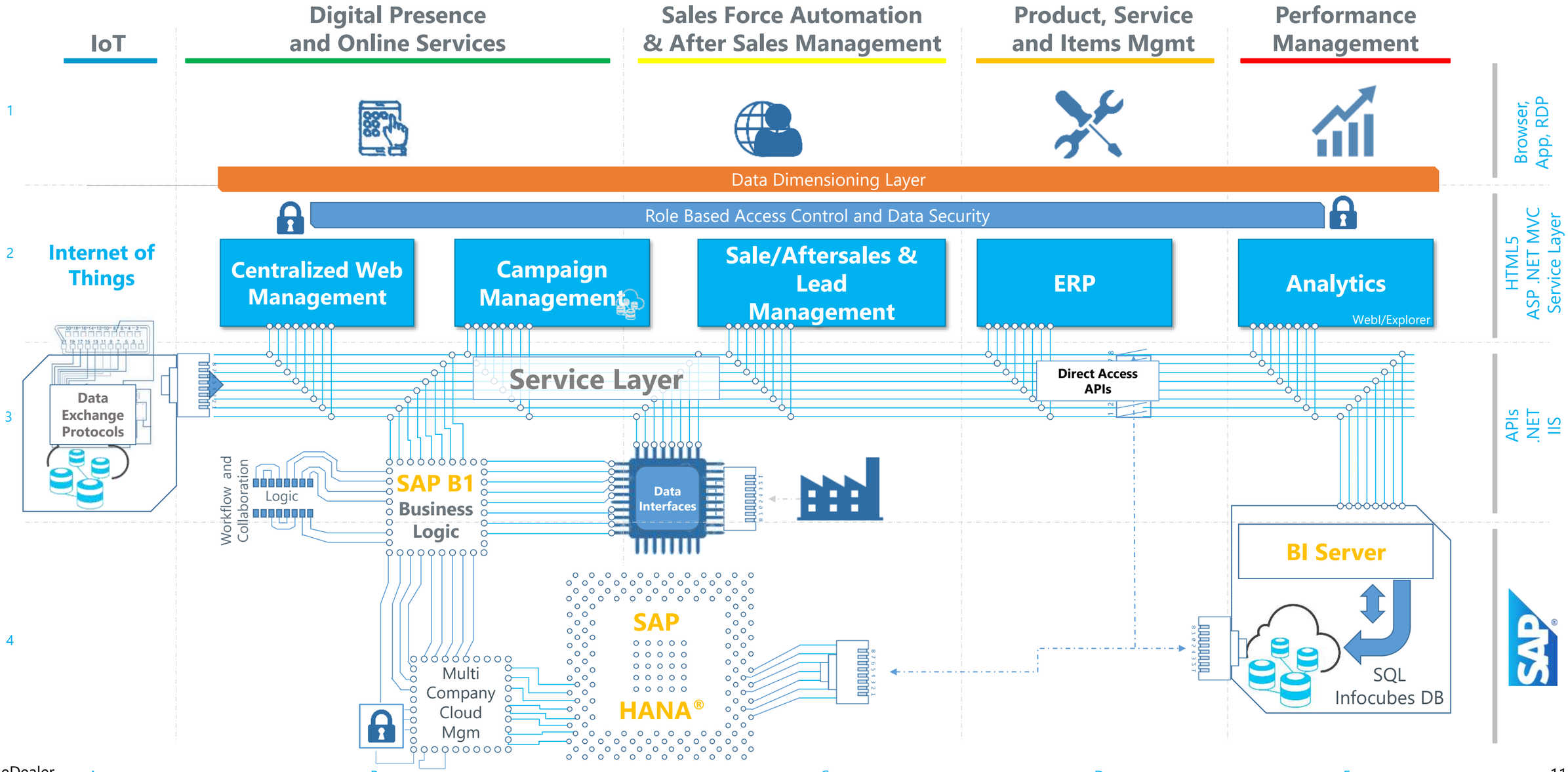
# INTEGRATION MAP

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# THE INNOVATION PUZZLE, SOLVED

### Service Layer- Thin client Based
- ✓ All data logic applied through Business Layer
- ✓ Thin client implementation
- ✓ Living in the Cloud

### Embedded Workflows
- ✓ Powerful Workflow Engine
- ✓ Custom Built Workflows
- ✓ Activity Planning
- ✓ Related Documents follow the Actions

### Enterprise Search
- ✓ Search Data throughout the Enterprise
- ✓ Find Entities – Not Just Text
- ✓ Customize according to needs

### Data Dimensioning
- ✓ Extend your Data with Dimensions
- ✓ User/Roles can have “private” views of common data
- ✓ Multiple Legal Entities in a Single DB
- ✓ All-in-One Data Security

### MS Office 365
- ✓ Outlook Addin to create and update Sales Leads
- ✓ Export and Import Data in Office file formats
- ✓ Import Data using Excel and Service Layer

### Business Intelligence in your Hands
- ✓ Integrated Dashboards to deliver BI
- ✓ SAP BI Integration within the apps
- ✓ Data Warehousing embedded options

### Ready for the Mobile World
- ✓ Digital Marketplace applications responsive UI, tablet ready
- ✓ Native and Hybrid Apps for the Customer

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# THIN CLIENT AND SERVICE LAYER INTEGRATION

## The Workplace, reinvented and re-engineered

- ✓ Simple and advanced “Fiori” user experience
- ✓ Thin Client oriented implementation
- ✓ Robust Service Layer integration embracing the SAP B1 Business Logic
- ✓ Living and served in the Cloud

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# THE WORKFLOW ORIENTED PROCESS

## Workflow Engine

- ✓ Sales Processes are driven by Workflows
- ✓ Customizable Sales Process Flow using embedded tools
- ✓ Our workflows establish, monitor and execute processes
- ✓ Powerful Event Generation and Recording embedded in the Flow
  - ✓ Detailed Transition Tracking with corresponding Linked Data
  - ✓ Customizable Event Recording: Multiple actions form recordable events to assist BI
    - ✓ e.g. events like "*Orders after Product Trial*" are easily identifiable
- ✓ System initiates the desired workflow according to Channel and Source of the Leads

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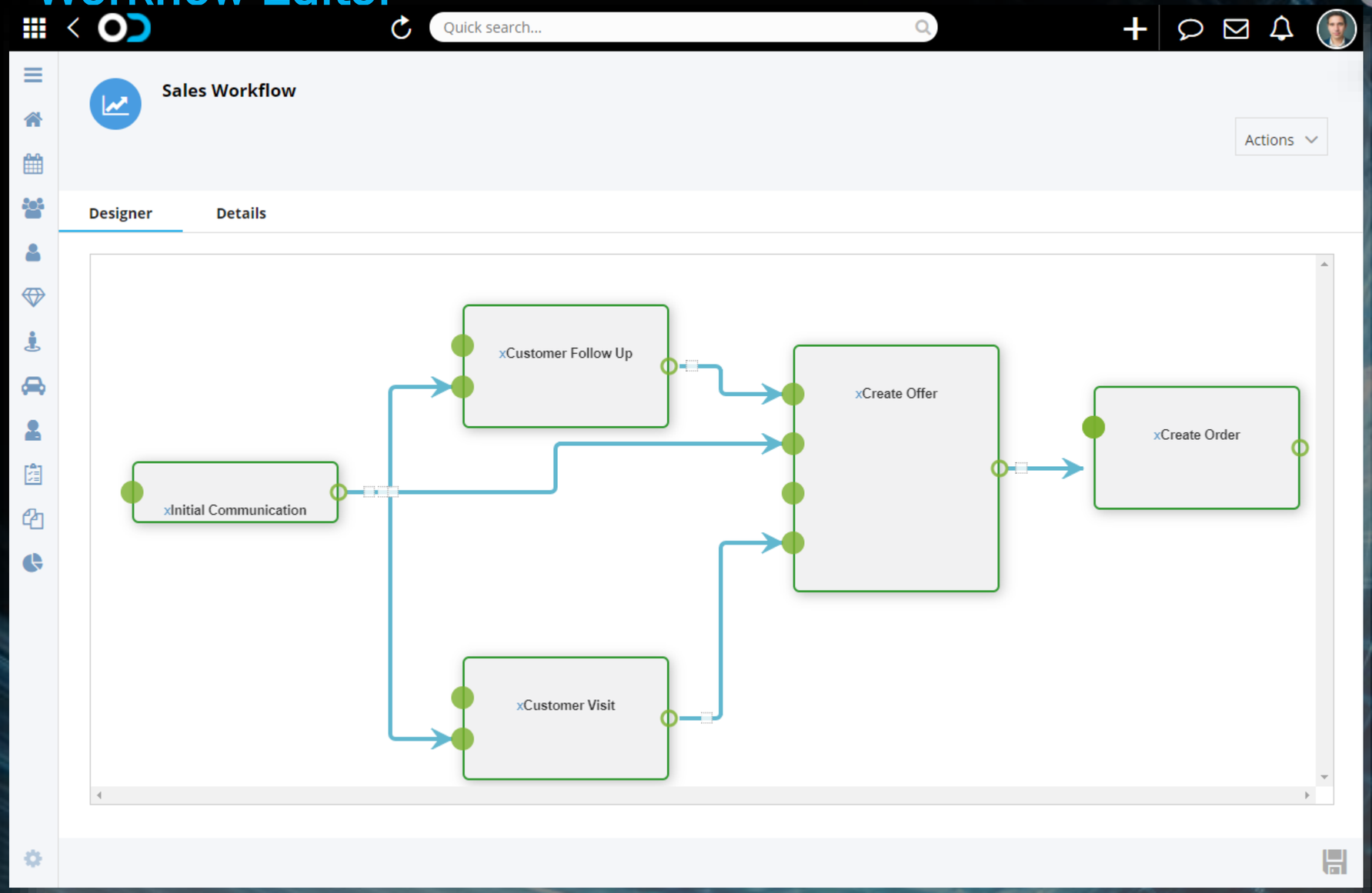
# THE WORKFLOW ORIENTED PROCESS

## Workflow Editor

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# THE WORKFLOW ORIENTED PROCESS

## Sales Process

Reaching more customers with a flexible workflow oriented multi channel lead generation process

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# DATA DIMENSIONING

## Data Dimensions

- ✓ Data can be logically separated in the same HANA DB Schema through OD's Data Dimensioning
  - ✓ Multiple Companies, Branches, Locations are distinguishable
  - ✓ Custom Dimensions can be applied e.g Brands, Product Groups etc
- ✓ User schemes allow for Private view and edit of Data in the same DB
- ✓ SAP Business One contains the master data and Onedealer manages the shared Data Access
  - ✓ Multiple Companies with a Single DB/SAP B1
  - ✓ Multiple Companies with multiple DB/SAP B1
  - ✓ Mixed Scenarios
- ✓ Dramatic reduction of DB maintaince/deployment
- ✓ Customer based Data access scenarios: Branch isolation, Brand based Access
- ✓ Service Oriented Access: Integrators share the same data access as the core

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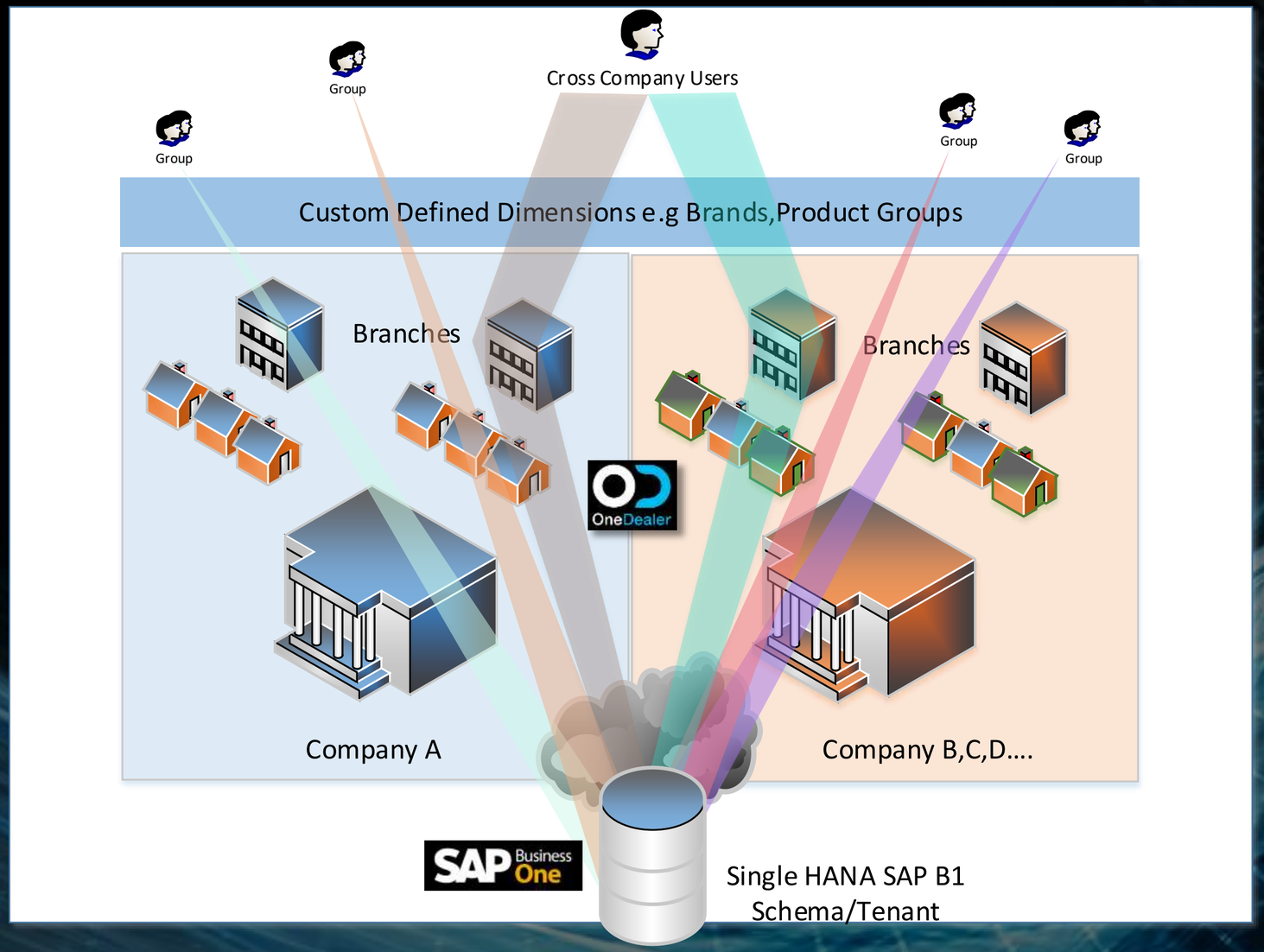
# DATA DIMENSIONING

## Data Dimensional View: A Single DB for multiple implementations

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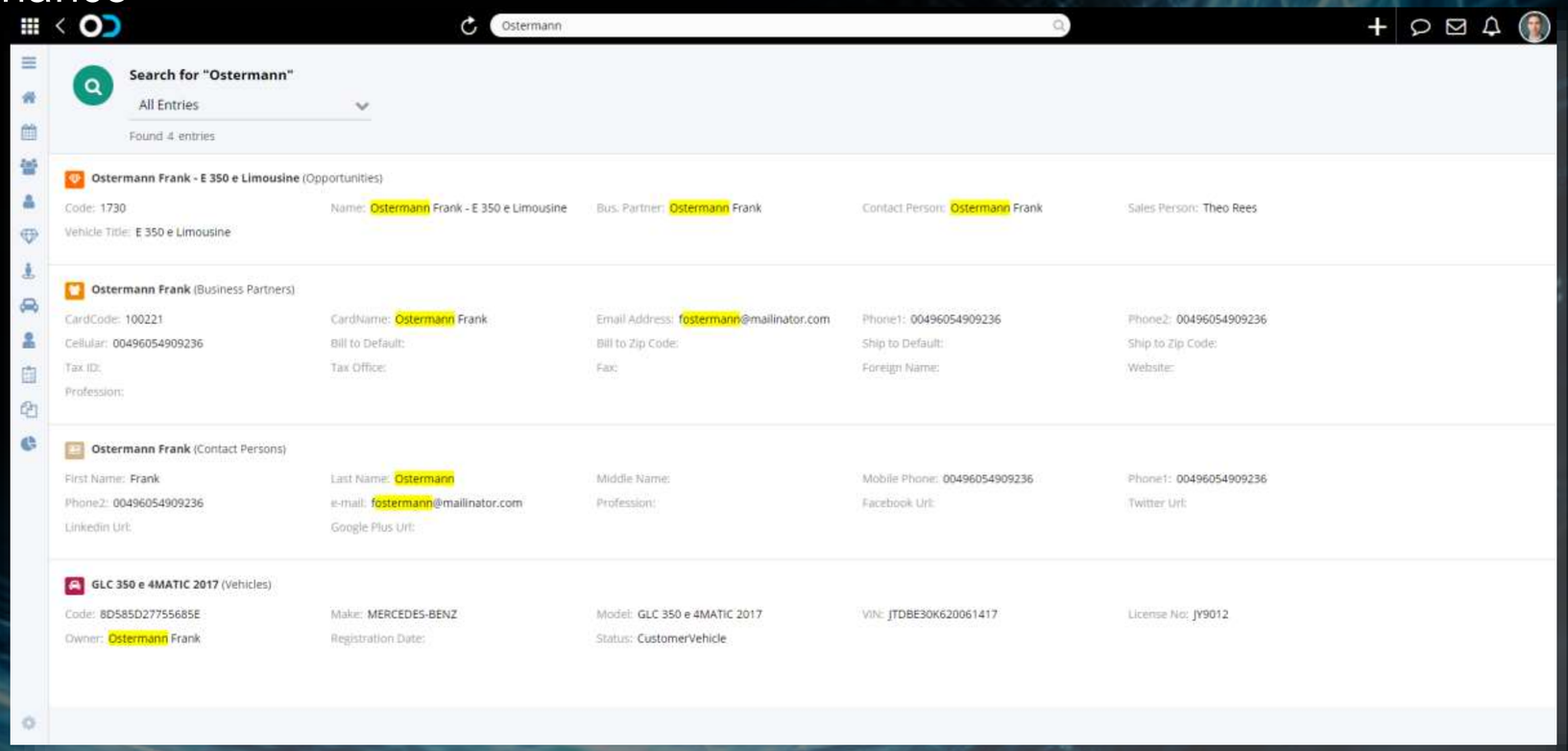
# ENTERPRISE SEARCH

## ADVANCED DATA SEARCH

- ✓ Native Support of Powerful Full Text Search
- ✓ Search by text  but Retrieve Data Entities
- ✓ Automatic Index Maintenance
- ✓ Extendable to any data

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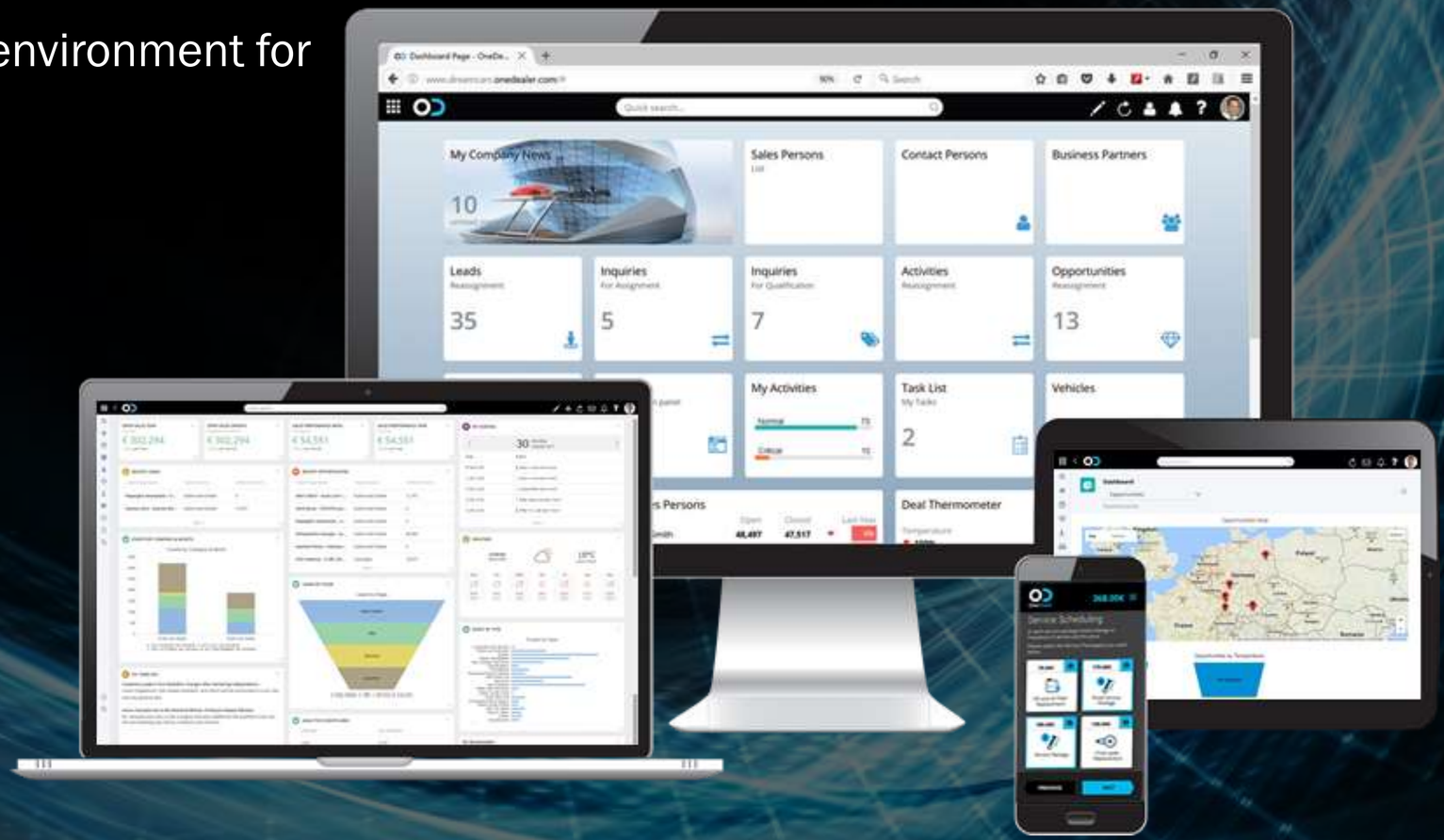
# READY FOR THE MOBILE WORLD

## APPLICATION MOBILITY

- ✓ End-to-End Multi Device Responsive UI Design
- ✓ Native and Hybrid Apps for the end-Customer
- ✓ A Service Oriented environment for more apps

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# MS OFFICE INTEGRATION

## Office Integration Features

- ✓ Native Outlook Add-in allowing Direct access of the Sales & Lead environment
  - ✓ Search, View and attach documents and messages to Sales Leads & Opportunities
- ✓ Import and Export cooperation with Excel and Word
- ✓ Smart Templates for MS Word

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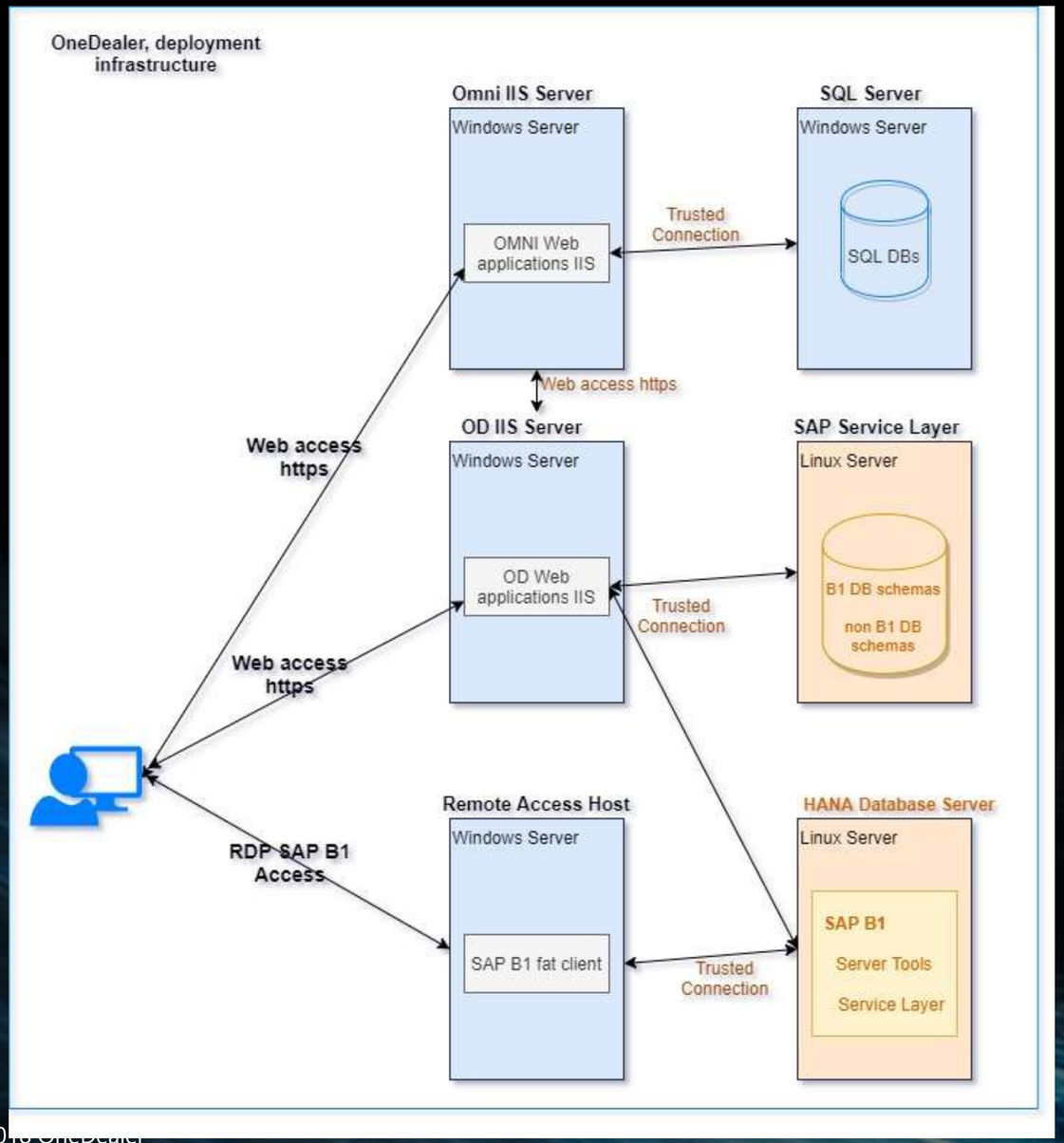
# OD DEPLOYMENT INFRASTRUCTURE




## EXISTING

- IIS hosts Web Applications
- Windows hosts Interfacing Services
- Remote Access Host, hosts SAP B1 Client
- Linux host SAP B1 Services and HANA DB

## ROADMAP

- Move to Azure Web App Services
- Move to Web Hosted SAP B1 (new version)
- Move to SAP HANA Cloud
- Move to Azure SQL

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# OD DEVELOPMENT TOOLS

- MS .NET Framework
- MS C#
- ASP.NET MVC,
- Javascript
- Bootstrap
- JQuery
- HTML5
- Angular
- Typescript
- Xamarin

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# OD CORE SW ARCHITECTURE

## General Architecture

- OneDealer Enterprise Architecture is composed from a set of privately implemented platforms aiming N-tier deployments.

## Database layer

- Our choice of Database is SAP Hana (roadmap to MS SQL Server)
  - Data Access Layer able to dynamically access HANA/SBO Databases
  - via SAP SBO Service layer (REST based OData driven interaction layer)
  - Direct DB Access

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# OD CORE SW ARCHITECTURE

**Middleware**

***Application Server based Business Case driven platform implementing***

**a.** Generic (CRUD) Business Cases
b. Custom Business Cases
c. Authorization, Process Execution, Data Validation, Data Formatting,
    - Detailed Logging with centralized presentation based on MongoDB
d. Application Security/User Management
e. Integrated ORM features by generating Data Entities/Models
f. Data separation (automatic) based on dynamic Dimension schemes even in unified database schemas
g. Web Services exposure
h. Caching Layer
    f. By default embedded/bound to APP
    g. On demand directed to distributed cache (NCache, REDIS)

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# OD CORE SW ARCHITECTURE

**Presentation Layer**

- A FrontEnd layer framework is developed to offer rich Web browser HTML5 User Experience (fully responsive up to tablet screen size) while tightly integrated to the Business Case framework
  - A rich set of UI zero-code deployable components in order to deliver all standard WEB UX (hierarchically inherited but customizable template pages, data presentation controls, dashboards, formatted data etc)
  - Integrated components such as Grid lists and Forms are fully customizable and yet configuration driven.
- A Workflow engine able to manage and orchestrate UI actions and business activities while tightly integrated to Business Entities such as Sales Leads, Generic Business Processes etc
  - WF engine is driven of online UI editor
- Reporting presentation (static) based on Crystal Reports -fully configurable-
- Dynamic Reporting and Analytics presentation based on a series of privately implemented UI controls (data structures build on SAP HANA)
- Form Personalization

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# OneDealer Product Functionality

**System Wide Features**
- Single Sign On Features
- Web based, HTTPS Secure Access
- Database Encryption Features
- GDPR Security (Data level)
- GDPR Customer "right to be forgotten“ feature
- Data Export (MS Word, MS Excel)
- User Collaboration Module
- In-App Notifications and Alerting
- Browser based Notifications
- Progressive Live User Feedback on application execution
- API exposure for creating Notifications from 3rd party applications
- Enterprise Search features
- System Monitoring Environment
- Performance Logging
- Multiple User Announcements (Broadcasting)
- Multiple Calendar Views (Day, Month, Week etc.)
- Agenda Views
- Resource and Activities Overview
- Activity Filtering

**Integration Extensions**
- Extended Integration Framework (APIs)
- Integrated to SAP Hana Services
- Integrated to SCP Security Services
- Integrated to SCP Integration Services

**Workflow Engine**
- Embedded Workflow Engine
- Flexible Workflow Activation based on Lead Sources and Channels
- Embedded  Workflow Editor
- Workflow Extensions to allow invocation of third party functionality

**User Management**
- User Roles, Groups, Teams
- Business Case/Rights Repository
- Business Case /Rights Grouping
- Predefined Role Sets

**Organizational Structure**
- Domains
- Companies
- Company Branches
- Multiple Locations
- Data Dimensioning (logical data separation features)

**Personalization Features**
- Personalized Dashboards
- Personalized Grid Lists Views
- Personalized Quick Access Menus
- Customizable Data Filtering
- Personalized Forms

**Communication features**
- Email,SMS, IM Communication
- Template and Custom Emails
- Template and Custom SMS
- Template and Custom PrintOuts
- Direct Email Sending
- Advanced Features/Email Conversational views
- Instant Messaging WhatsApp Integration

Data Exchange and Migration Features
- MS SSIS Integration
- Data Import Customer Templates
- Data Import Vehicles Templates
- Data Import Price Catalog Templates
- Import Leads (lead/inquiry generation)

**Questionnaire Features**
- Customizable Questionnaires
- Image attachment to Questionnaires
- Exploitation/Exposure of Questionnaire Results for analytics
- Questionnaire Editing features

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# OneDealer Product Functionality

## Business Partner (account)

- Business Partner Master Data Record Management
- Filtered & Ordered Grid Views
- Map Views
- General and Detailed Data
- Associated Contact Persons
- Owned Vehicles
- Related documents and Records (Leads, Opp., Job Cards, Tasks, Notes)
- Collaboration Features
- Data Privacy Recording (company or Make related)
- Integration to GDPR Mechanisms
- Sales assignments features
- Bank Accounts
- Context Linked Actions
- Master (importer) Database synchronization features
- Advanced Duplicate Check features
- Hybrid UI Duplication Check VS Automatic Check
- Private or Company Customer distinction
- Enterpise Search features
- Association to Pricelists and Tax Groups
- Personalized Forms
- 360 View Customer Dashboard
- Integration APIs

## Contact Person

- Contact Person Master Data Record Management
- Filtered Ordered Grid Views
- General and Detailed Data Views
- Vocatives, genres
- Communication Data
- Social Media Info
- Dynamic addition of other data fields (e.g. birthdays)
- Address Management
- Multiple Adresses, Support of different Address types
- Google Map Address Resolution
- Automatic Creation of Business Partner upon creation of a new Contact Person
- Enterpise Search features
- Applies to Data Dimension separation
- Integration APIs

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# OneDealer Product Functionality

## Vehicle Management

- Vehicle Inventory, Master record Managment
- Ordered Grid Views
- Gallery Views
- Quick and Progressive Vehicle Search
- Advanced Vehicle Search Features
- Saved Searches Features

- Extended Vehicle Data recording/management
  - Details
  - Extras
  - Technical Features
  - Additional Features
  - Interior - Exterior Colors
  - Environment related data
  - Model Info

- Photo Galleries
- Video Galleries (videos related to vehicle)
- Related Documents Management
- Ownership History
- Odometer History
- Association to Pricelists
- Data fetching from external sources (e.g. DAT)
- Collaboration features
- Enterpise Search features
- Vehicle Reservation Scheme/Functionality
- Integration APIs

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# OneDealer Product Functionality

## Leads & Opportunity Management

- Inquiry Creation and Qualification
- Filtered Ordered Grid Views
- Multiple Vehicles per Lead/Opportunity
- Vehicle addition from various sources (configurators, external sources, OEMS, manualy etc)
- Lite Configurator
- Extended (Advanced) Configurator
- Inventory Management and Integration to DMS
- Integrated reservation features
- Stock Locator features (access to external inventories)
- Integration to DMS inventories
- Advanced Workflow Execution for Sales
- Integrated Scheduled Activities and Resource Booking (e.g. Test Drives)
- Invitation/collaboration features (other persons to join the Lead activities)
- Lead/Opportunity Temperature Setting
- AI/ML Temperature setting + Pythagoras/Walkme/Chatbot features
- Lead Stage Progress Overview
- Automated Lead Generation (API)
- Integration APIs (OD Integration layer, document based data exchange for Offers, Orders, Leads)
- Detailed Activity History/Agenda for interaction with customer
- Related Documents Management
- Embeddable Questionnaires (Quality Assurance, Data gathering, customer opinion)
- Integrated Multichannel Communication with Customer (SMS, Email, Instant Messaging etc.)
- Collaboration features
- Video Attachments and customer Notification Features
- Generation of Event records for advanced reporting
- Weekly Sales Budgeting and Monitoring
- Periodical Sales Budgeting and Monitoring
- AI Integration points for Sales Workflows
- Appovals Reviewing/Setting
- Intelligent Matching of available Vehicles
- Integration for 3rd parties Test Drive Booking

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# OneDealer Product Functionality

## Offer & Order Management

- Comprehensive Offer/Quote creation
- Integrated Discounts
- Multiple Discounts
- Gifts/Free Items
- Hiding/Disclosing Discount Information to manage the final output
- Dealer/Importer Packages/Accessories
- Trade-in support
- Dynamic Fetching of DAT data for a trade-in and creation of vehicle
- Multiple Trade-ins per Lead
- Financing
- Tax calculations
- Country Specific Taxes and Fees Calculations
- Customizable Offer and Order Agreement Print-outs
- Emailing/messaging
- Offers/Orders as related/archived documents
- Order Related Data collection
- Order Cancelation features
- Dealer DMS information update/exchange (Order Status)
- Integration APIs for exposure of related documents and Status exchange

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# OneDealer Product Functionality

## Marketplaces Module (Inventory vehicles published to Online Marketplaces)

- Marketplace vehicle data management
- Vehicle Details management
- Markerplace Photo management
- Marketplace Vehicle publication history
- Pricing information
- Marketplace Publication Gateways (OD MySite, Mobile.de)
- Publication Approvals
- Publication Previews and Printouts
- Pricing information integration
- Data exchange with Marketplaces (hits, statistics etc)

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# OneDealer Product Functionality

## Sales Person Management

- Salesperson Detail Record Management
- Salesperson  Private Calendars
- KPIs
- Leads and Opportunities references
- Related Documents
- Collaboration Features
- Absence Requests

## Notes & Tasks

**Notes**

- Filtered Ordered Grid Views
- Private Notes
- Notes Sharing
- Integration APIs

**Tasks**

- Filtered Ordered Grid Views
- Private Tasks
- Sharing/Reassignment of Tasks
- Integration APIs

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# OneDealer Product Functionality

## Embedded SAP BusinessObjects BI features

- Static Reporting
  - Embedded Sales Reporting
  - Event Based Retail Sales Excellence reporting
  - Personal SalePerson Success Plan
  - Team Performance Indicators
  - Seller Performance In Detail
  - Sales Team Performance
- Leveled access
- Centralized Management/Configuration

- SAP Lumira Designer Analytics Integration
- Analytics Widgets integration
- Data and Event Driven Analytics

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# INTEGRATION LAYER

## OneDealer

- **Customer related**
  - Business Partners + GDPR / Data Privacy
  - Contract Persons
- **Vehicle related**
  - Inventory Vehicles
    - Vehicle Features
    - Relation to Owners & Status
  - Model Tree
    - Model Descriptions
    - Model Options
    - Accessories/Item Packages
- **Leads/Opportunities**
  - Leads, **Offers & Orders**
    - Model or Vehicle
    - Trade-in info
    - Additional items
    - Taxes-fees, Discounts etc
- Service Related
  - **Job Cards/Work Orders**
    - Customer Concerns, Packages
    - One Time Positions
      - Labors
      - Items/Parts
- **Configuration Data, Reference Data (Colors, Bodystyles etc),**
- **Resources/Availability synchronization**
- **Items**
- **Pricelists**

**Outbound**

**Inbound**

## External Systems

- **Customers** Create-Update (Customers/Addresses including GDPR info)
- **Vehicles** (Create/Update), Ownership, Status
- **Offers** create Sales Quotes (optional)
- **Orders** Create, Status/Dates Update
- **Lead** Update
- **Job Card /Work Orders** become Work Orders

- **Customer** Creation or Update
- **Vehicles** (Create/Update), and Ownership change
- **Sales** Orders update the Status of Orders
- **Lead** Creation
- **Work Orders** update the Status and contents of OD Job Card Orders
- DMS provides resources availability to OD Online Service Management
- Items

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# INTRODUCING ONEDEALER SOLUTION PORTFOLIO

Your Path to Digital Transformation.

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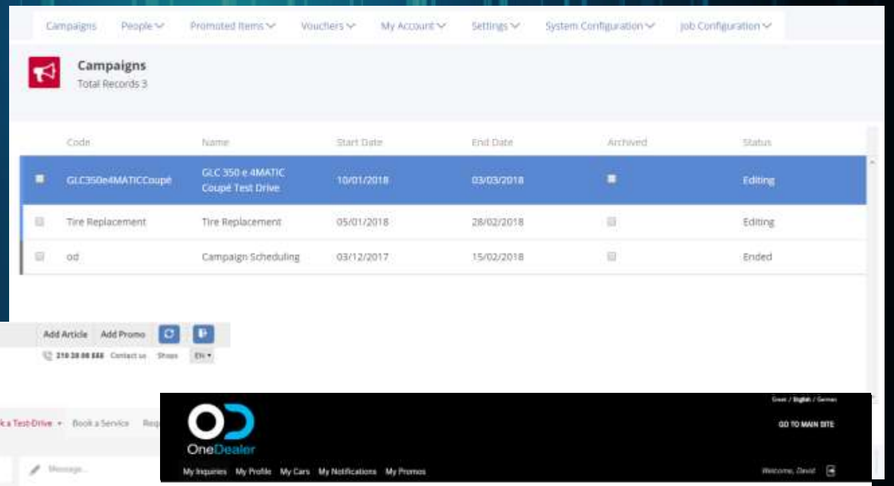
# DIGITAL PRESENCE

*"Turn Digital Leads into Customers"*

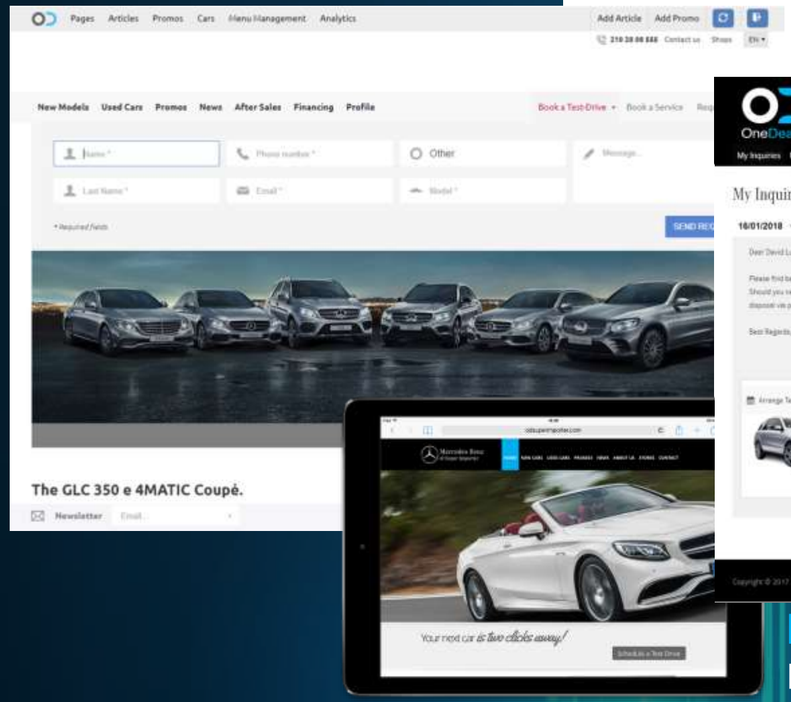
## KEY BENEFITS

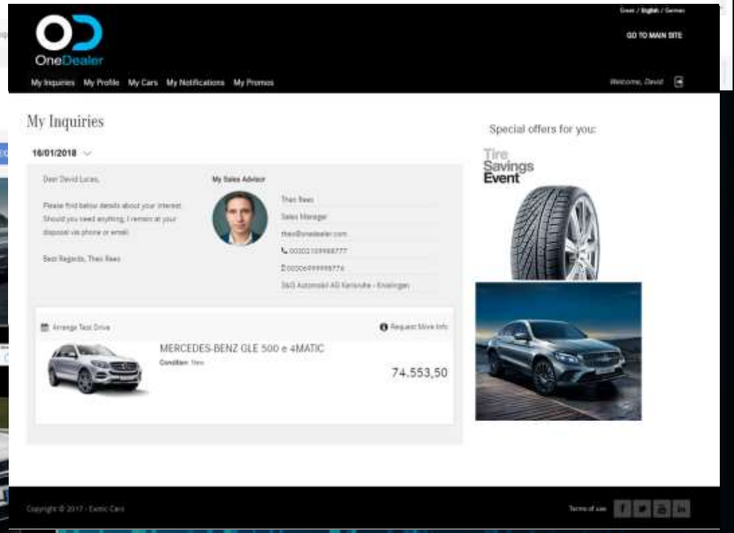
- ✓ 100% Web enabled (any device)
- ✓ Digital Marketing and Sales efficiency
- ✓ Customer Loyalty and happiness
- ✓ Increase B2C Revenue

### OMNICHANNEL CAMPAINGS
One Message – Multiple channels




### MY SITE
Centralized management




### MY ACCOUNT
Personalized Offers and campaigns

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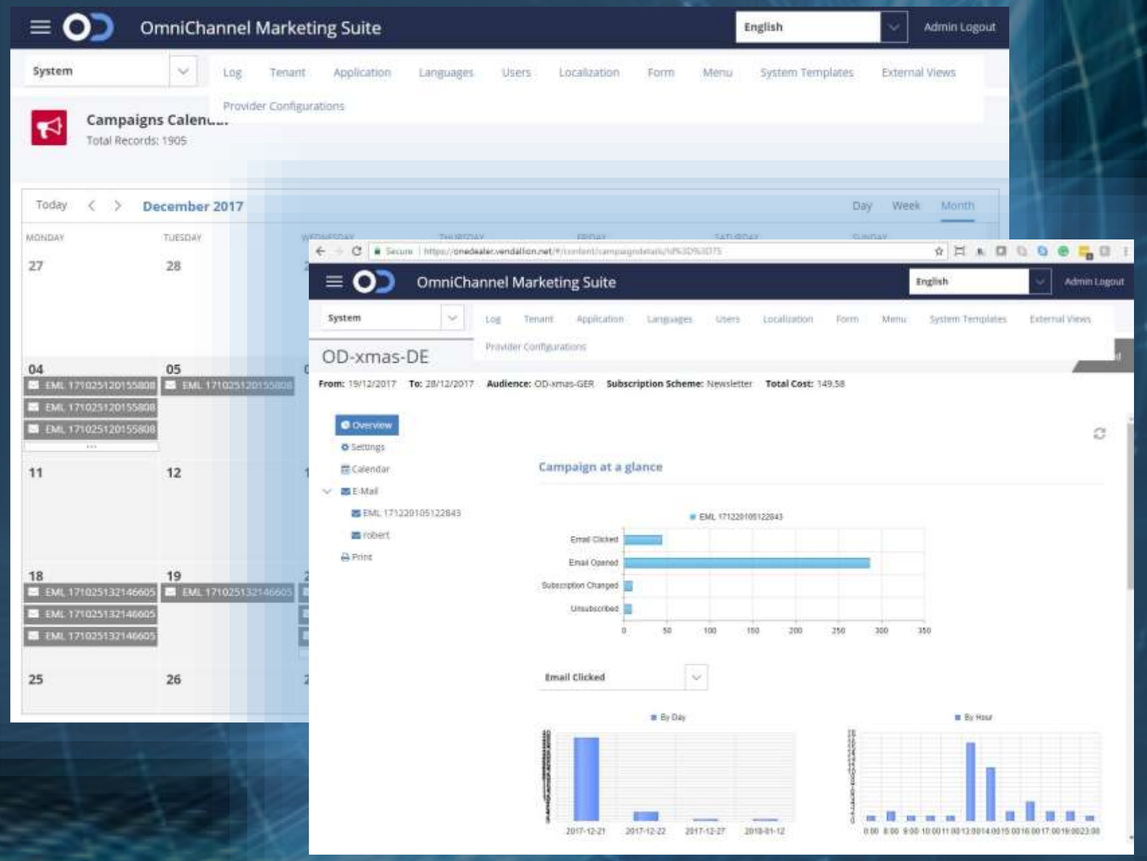
# CAMPAIGN MANAGEMENT

*“Plan and deliver effective multi-channel campaigns”*

## KEY BENEFITS

- ✓ One platform; perpetual campaigns; multiple channels
- ✓ Powerful audience-building
- ✓ Real-time monitoring of results from initial marketing communication to customer purchase
- ✓ Know the exact revenue achieved following each campaign
- ✓ Get rid of duplicate data and avoid unnerving customers

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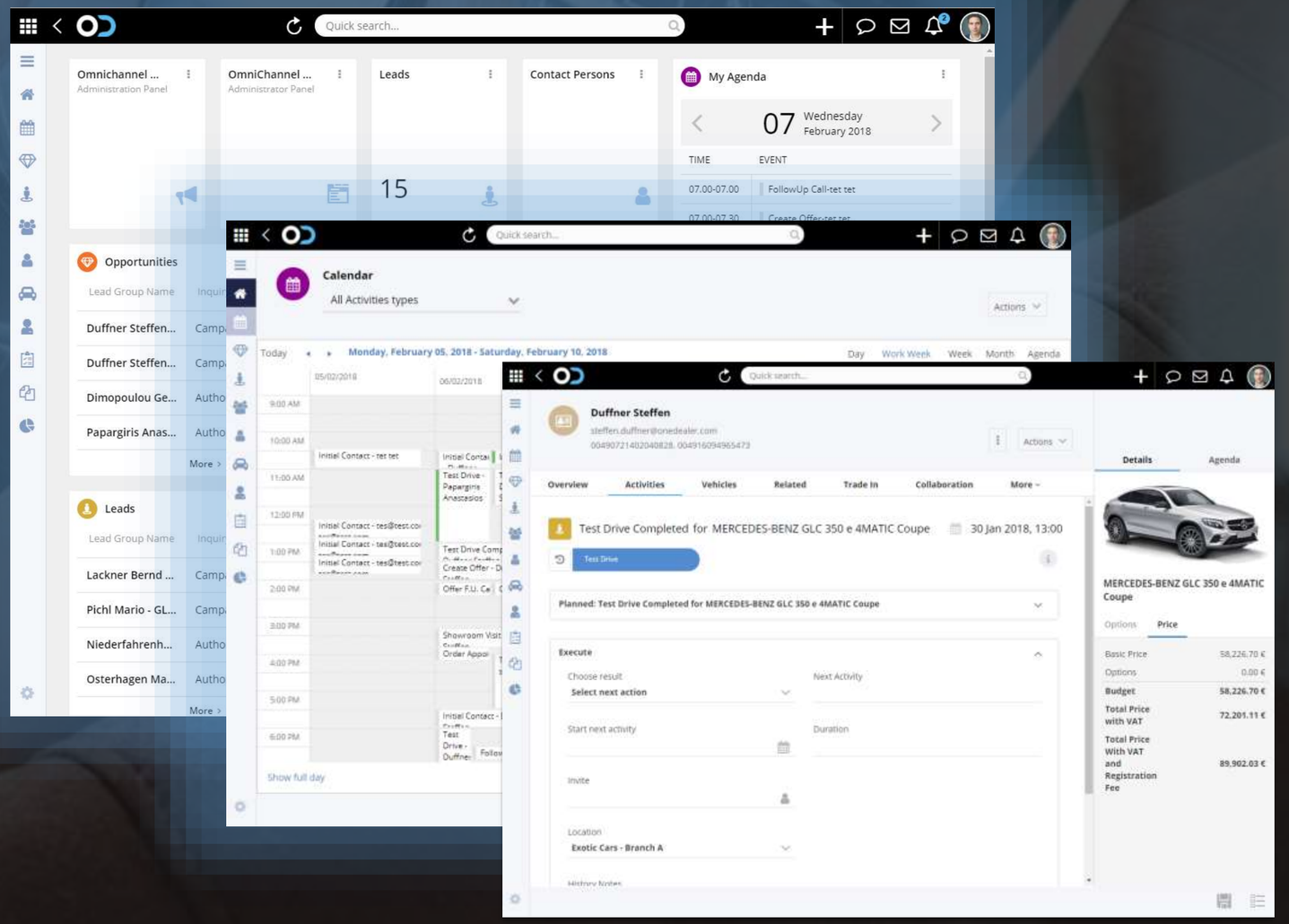
# DIGITAL SALES WORKPLACE

*“Turn more Leads into Sales than ever before”*

## KEY BENEFITS

- ✓ Maximize sales teams efficiency
- ✓ Boost customer satisfaction
- ✓ Fully customizable and workflow driven
- ✓ Cutting-edge technology

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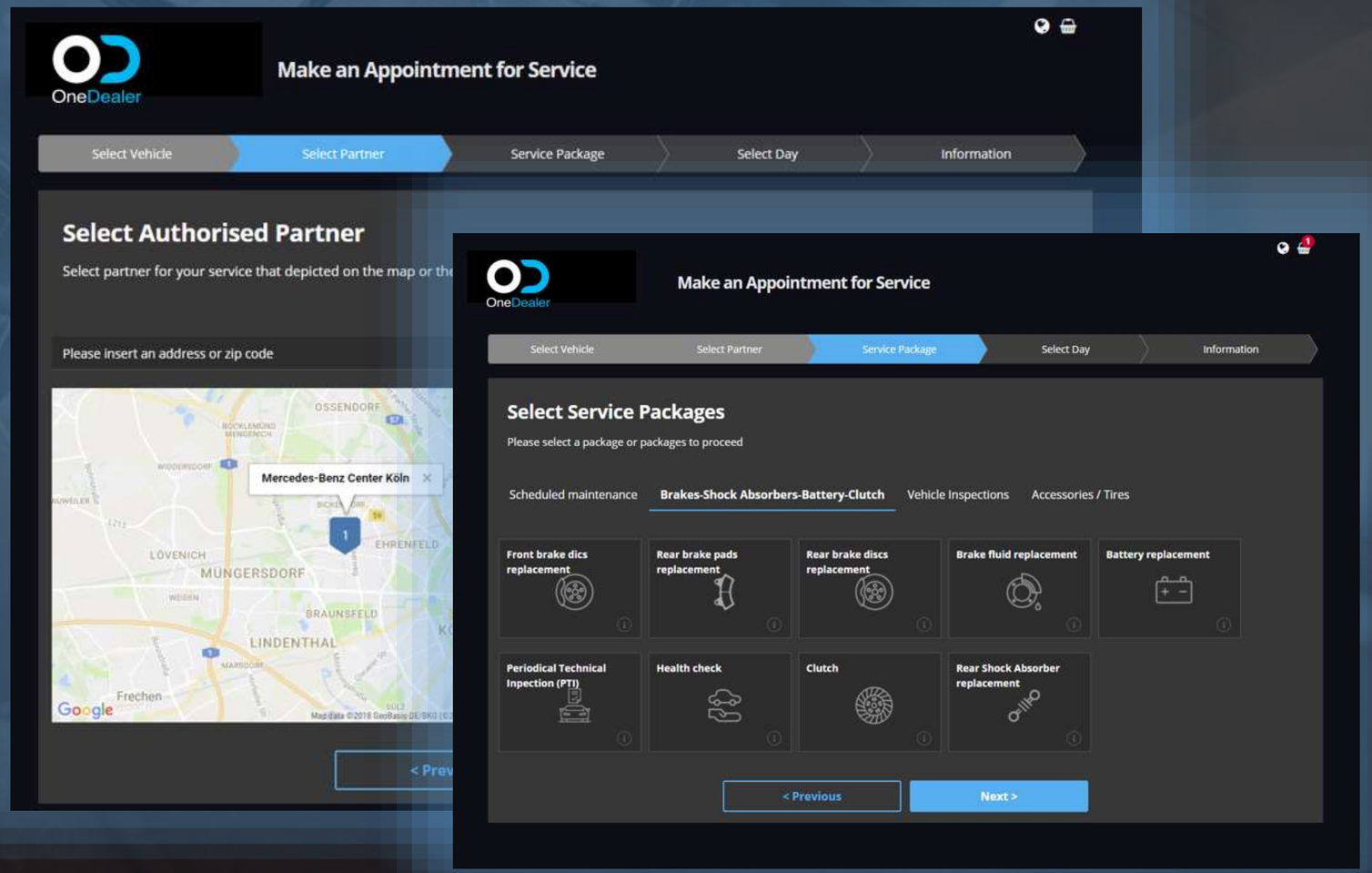
# ONLINE SERVICE MANAGEMENT

*“Create a highly profitable workshop”*

## KEY BENEFITS

- ✓ Fixed-Price / Fixed-Time Service
- ✓ A lean, productive service centre
- ✓ Become competitive with a paperless workshop
- ✓ Engage Customers with web service bookings

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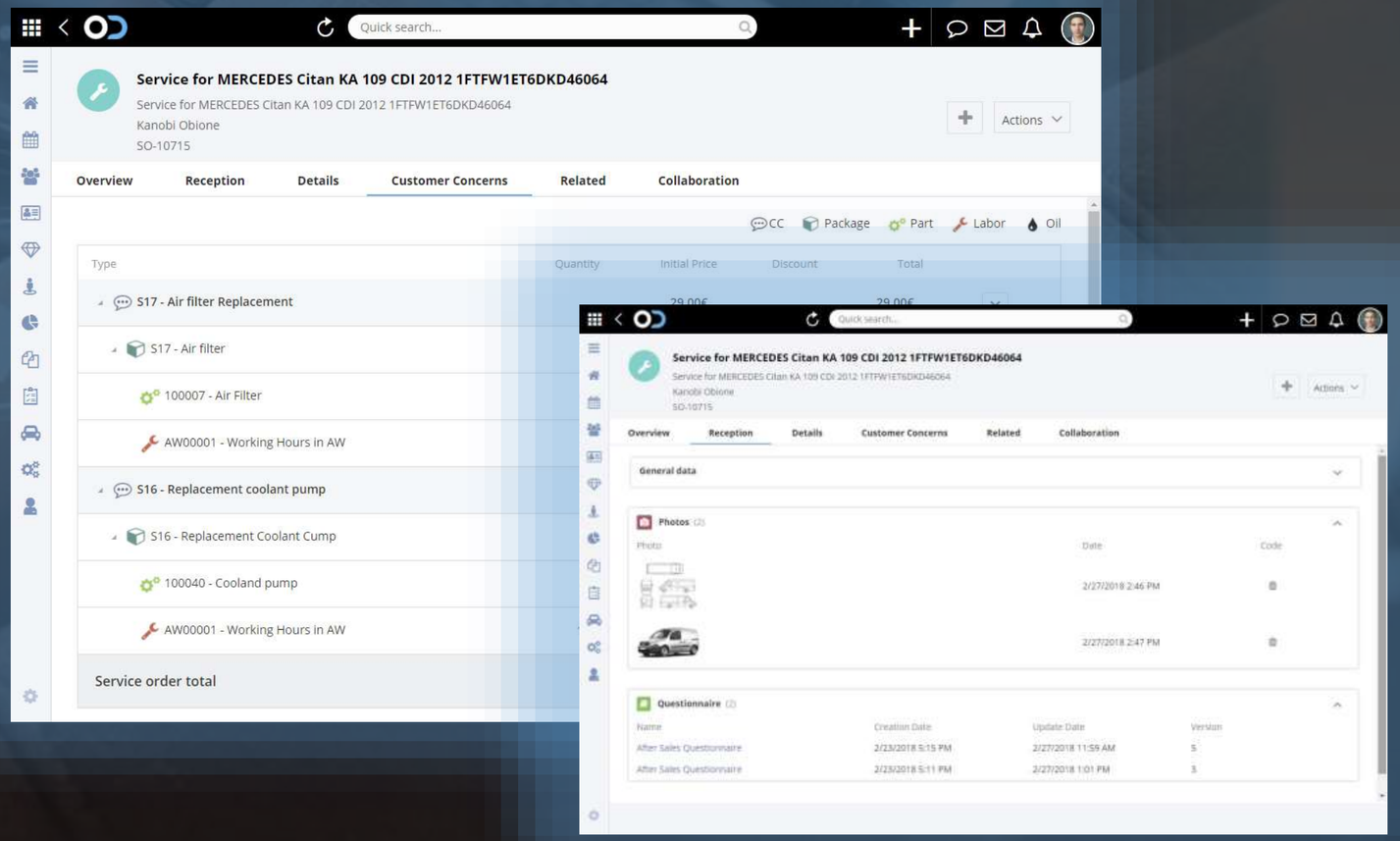
# DIGITAL AFTER-SALES WORKPLACE

*“Provide an efficient and professional vehicle check-in experience.”*

## KEY BENEFITS

- ✓ Simple and straightforward service experience
- ✓ More time to connect with your customers and discuss issues of concern
- ✓ Make your customers feel part of their vehicle service
- ✓ Avoid nasty surprises with walk-around vehicle check
- ✓ Provide transparent pricing

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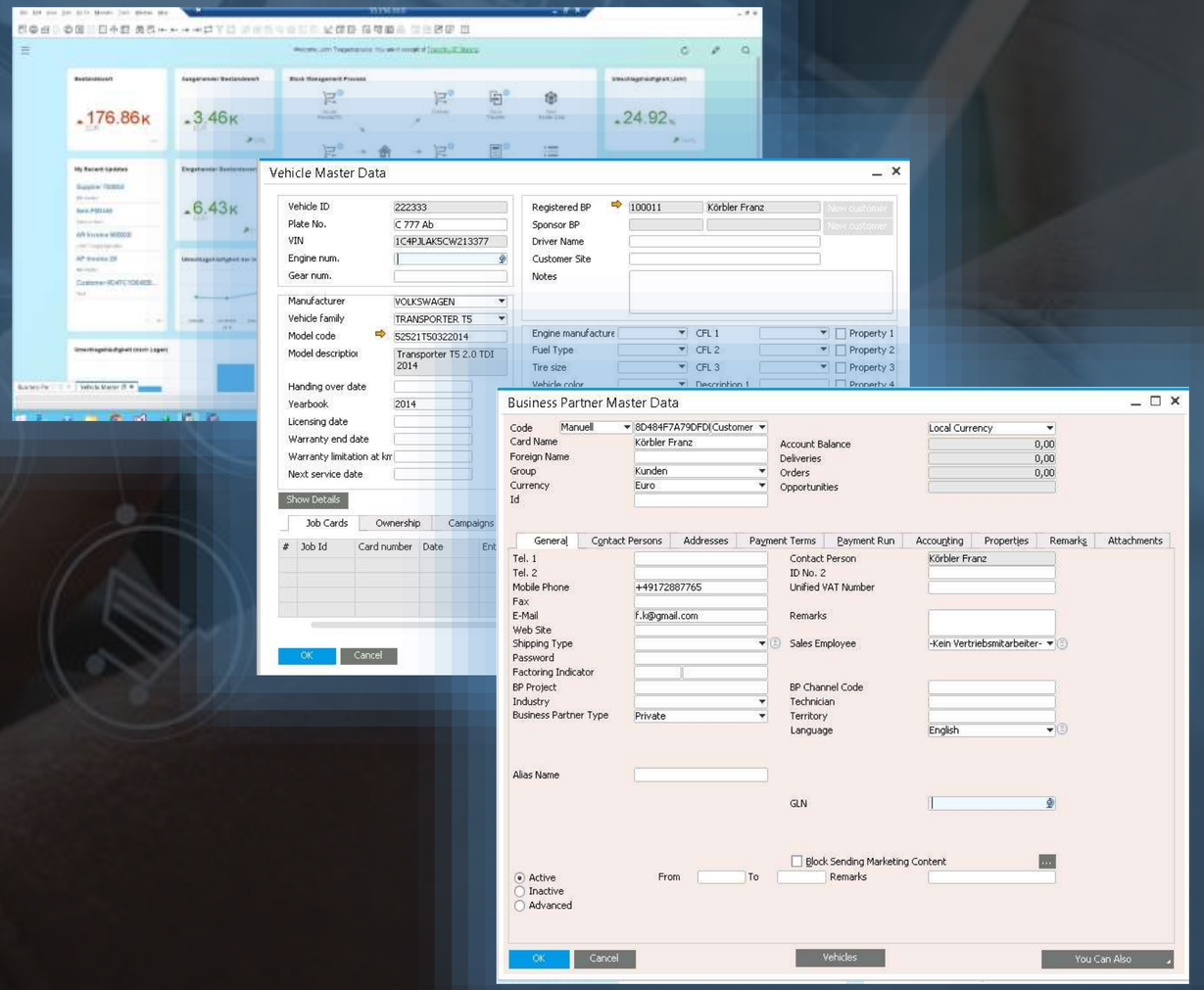
# DEALER MANAGEMENT SYSTEM

*“Optimize Dealership Productivity”*

## KEY BENEFITS

- ✓ Deep features – simply delivered
- ✓ Seamless OEM interfacing
- ✓ Uncompromising efficiency – delivered effortlessly
- ✓ Finance& Controlling included based on SAP Business One

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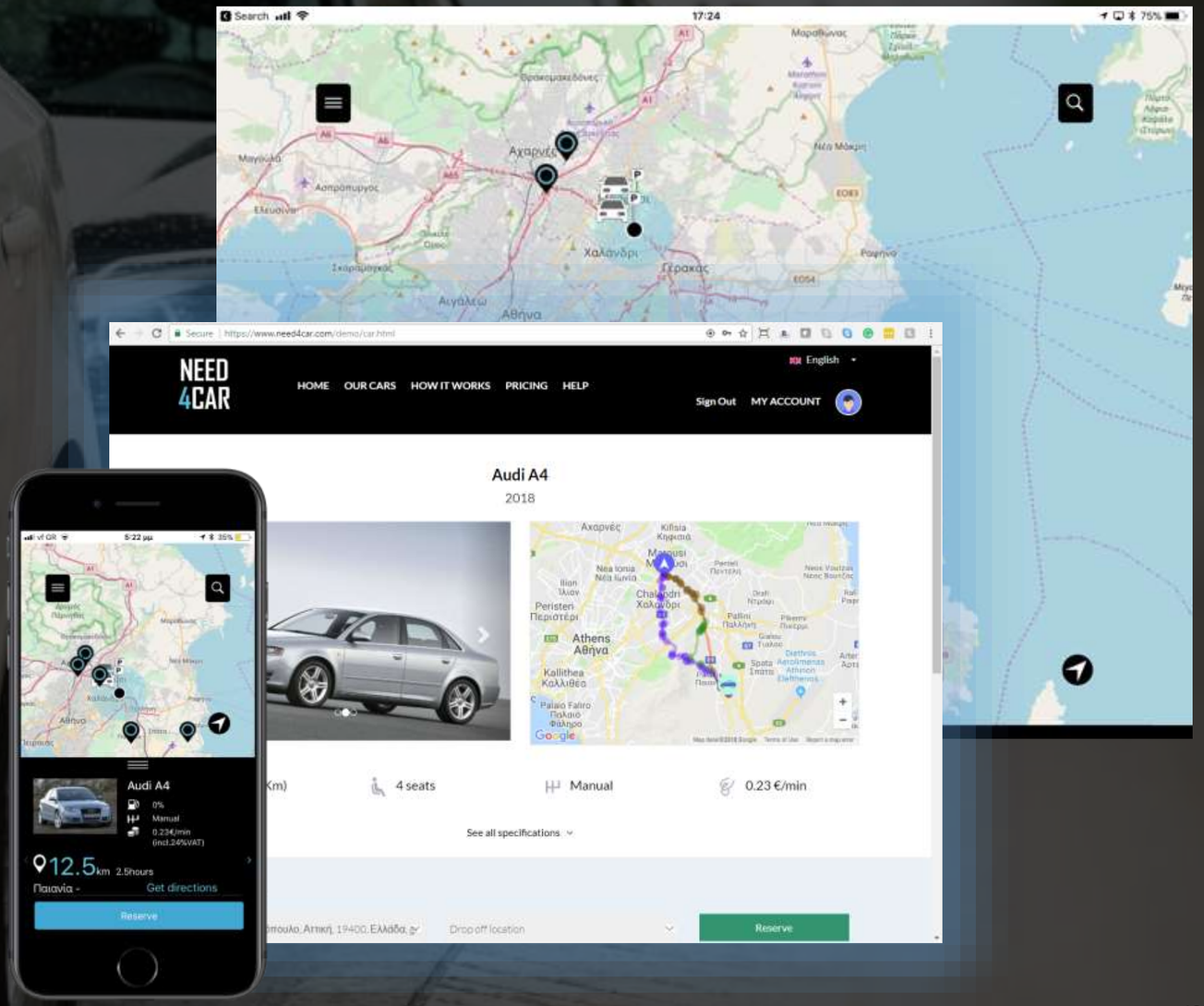
# CAR SHARING MANAGEMENT SYSTEM

*“Invest in the future of transportation Discover car sharing and join the mobility revolution”*

## KEY BENEFITS

- ✓ Ideal for OEM’s, Importers, Dealers, Leasing companies and Rental agencies
- ✓ Car sharing is widely considered to be the future of urban transportation
- ✓ Offer drivers a fast and intuitive mobile app experience
- ✓ Seamless 2-click reservation
- ✓ Flexible tariffs
- ✓ Maximise the utilisation of your fleet

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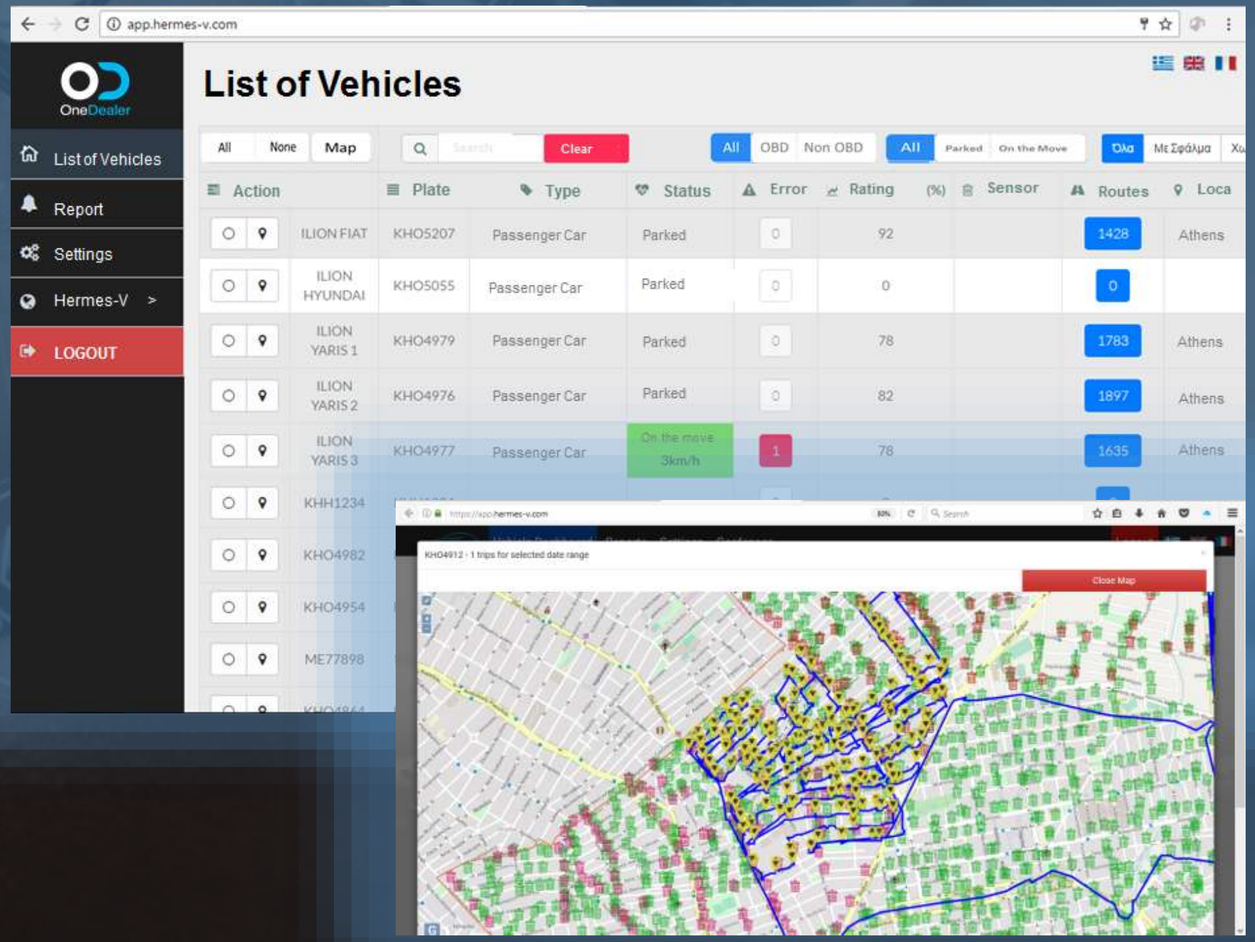
# CONNECTED CAR/TELEMATICS SERVICES

*“We’re developing innovations for next generation smart, connected vehicles.”*

## KEY BENEFITS

- ✓ GPS - Geo Location: Supervision and geographic identification of the user's vehicles
- ✓ Identify points of interest: Digital depiction and management of bus stops
- ✓ Mechanical state of the vehicle in real time
- ✓ Vehicle measurements: engine temperature, battery voltage, engine oil temperature
- ✓ Driving Behavior
- ✓ Route reports. Ability to create specialized reports according to the organization's needs
- ✓ E-record

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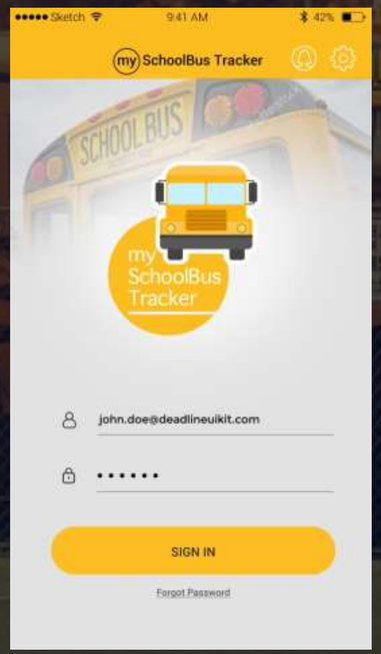
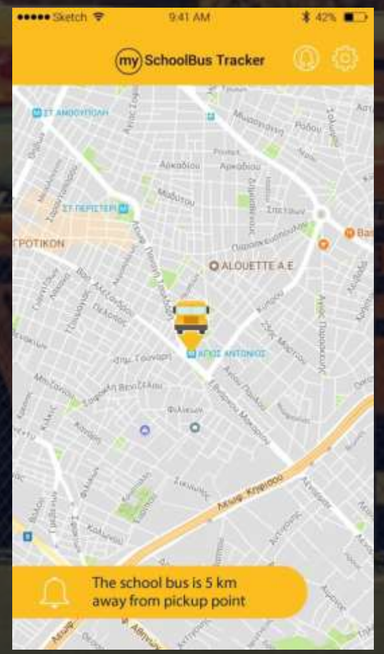
# TELEMATICS SERVICES

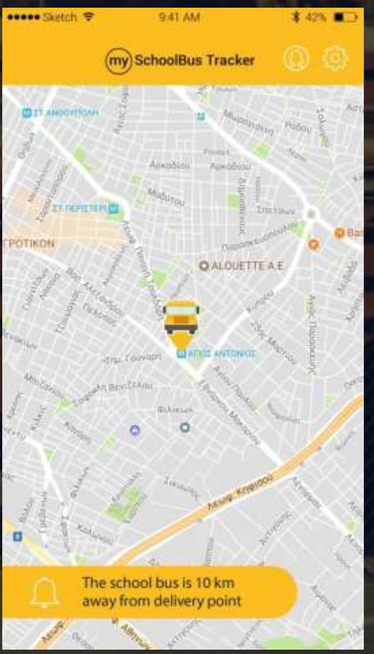
*“An innovative application aiming to reduce delays, waiting hours and anxiety for the children delivery, increasing the safety during the trips of the school bus.*

## KEY BENEFITS

- ✓ Real time tracking of the school bus location
- ✓ Reduce of the delays and wasting time
- ✓ Notifications for delays or route changes
- ✓ Children safety
- ✓ Less stress, more spare time

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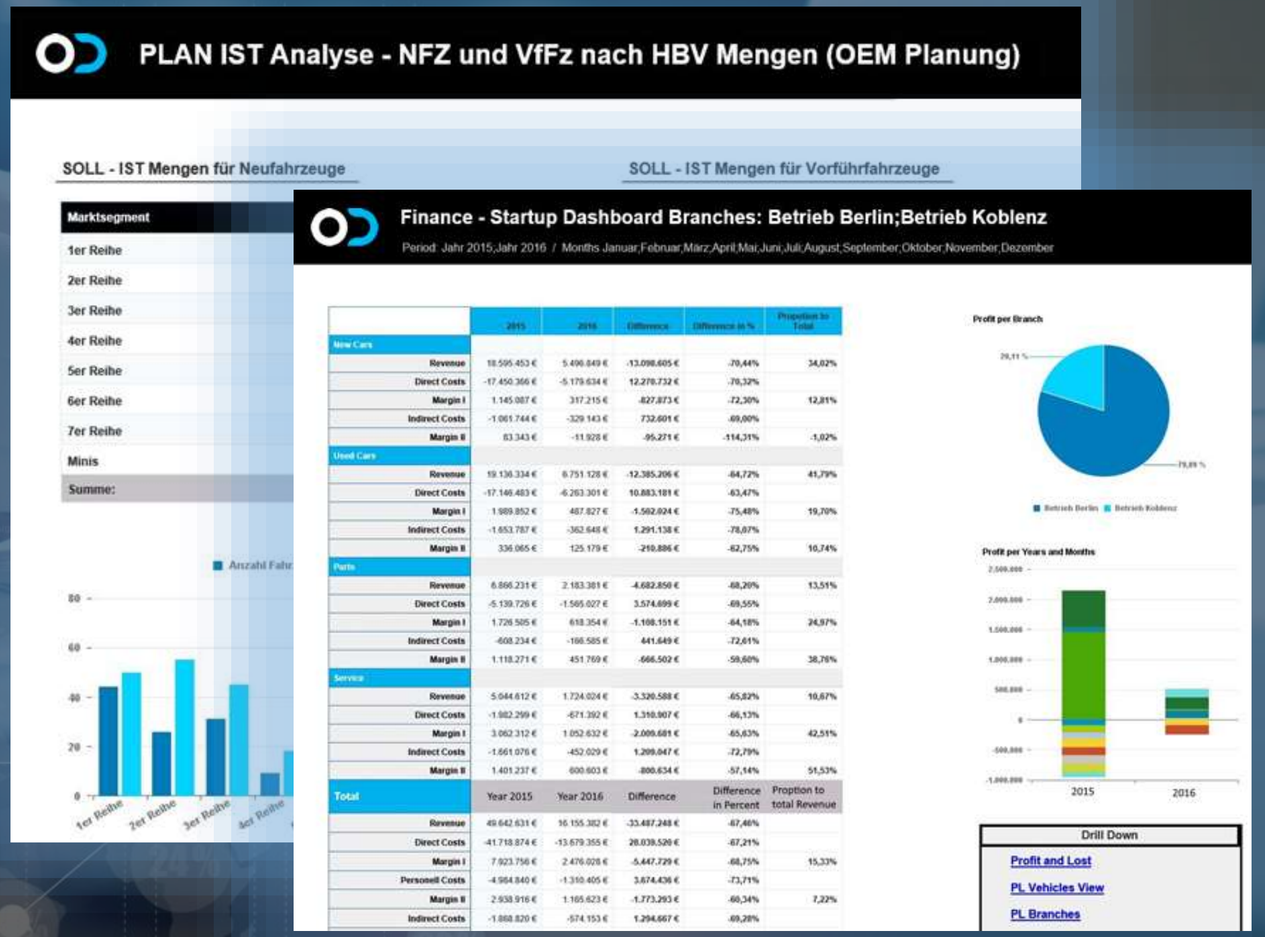
# BUSINESS ANALYTICS

*“Understand your Data and make better Decisions”*

## KEY BENEFITS

- ✓ Real-time performance monitoring
- ✓ Predictive analysis
- ✓ 360˚Buyer view
- ✓ Competition insight

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# KEY FEATURES

## Breakthrough Digital Transformation Technology

- **Cloud** technology
- Accessible from **any device**, anywhere
- Central **master data** management
- Digital, customizable, self-documenting sales **workflows**
- Fully **multi-lingual**
- Native Microsoft **Office 365** integration
- **Low maintenance** cost
- Powered by **SAP Business One** and **SAP HANA**
- Fully **integrated** and **modular** on the same platform
- Utilization of existing SAP Business One licensing "**Bring your Own License**"
- Embedded **Business Data Security**
- **Service Layer** implementation

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# KEY BENEFITS

## Breakthrough Digital Transformation Technology

- Planning and execution of **personalized** engagement
- Attract buyers, nurture them, and deliver **win-ready leads** to sales
- Building loyalty with **Omni-channel** campaigns and digital presence
- **Connecting** sales with services, marketing and more
- Low **TCO**
- **Short training** period
- Getting actionable **Data** on customer needs
- **Fast** deployment
- High **employee acceptance**

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# Want to see OneDealer in action?

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# THANK YOU!

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