



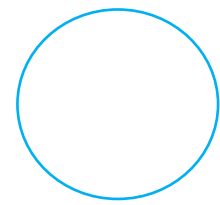
# DIGITAL MARKETING AND RETAIL CRM ECOSYSTEM

PRESENTER:

MICHAEL FOUSTERIS – SOFTWARE DEVELOPMENT MANAGER



# AGENDA



## Introduction to System Landscape and Components

Who we are . Core Ecosystem Components. Innovation. Architecture



# COMPANY INTRODUCTION

Real Consulting Group,  
Onedealet GmbH and  
the SAP Partnership

# 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



# 2001

Company was founded

# 17+

Years of experience in Automotive Solutions

# >400

skilled resources

# 1200+

Customers



# 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: Clouadiax, 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



**200+**

man-years of development

**60+**

Development/  
Consultancy  
resources

Direct Presence  
in Greece, Germany



**4+**

SI Partners  
already  
collaborating



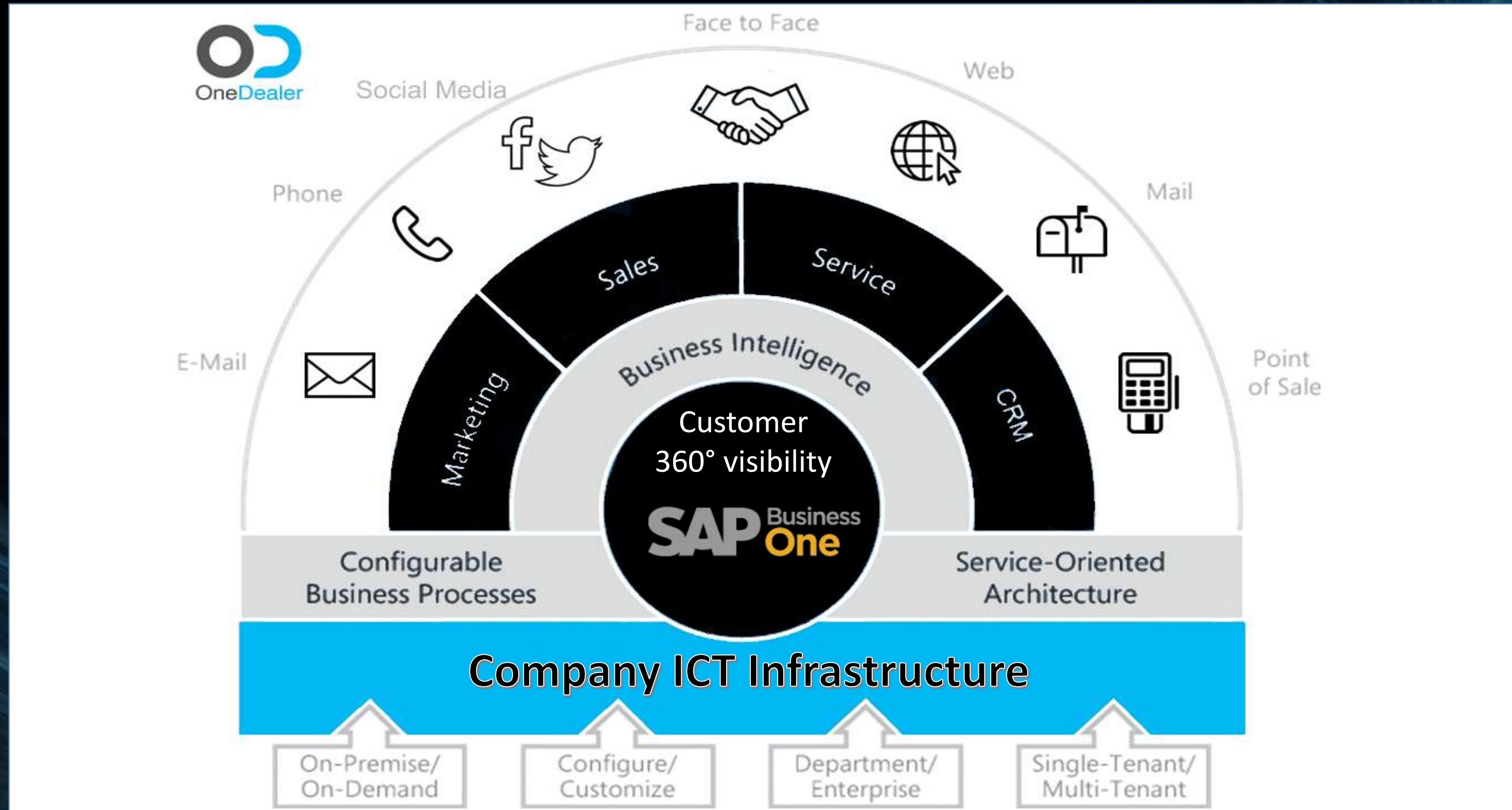
**12%+**

Share of revenues  
invested in R&D

# OUR GOAL: THE DIGITAL TRANSFORMATION OF THE MARKETPLACE

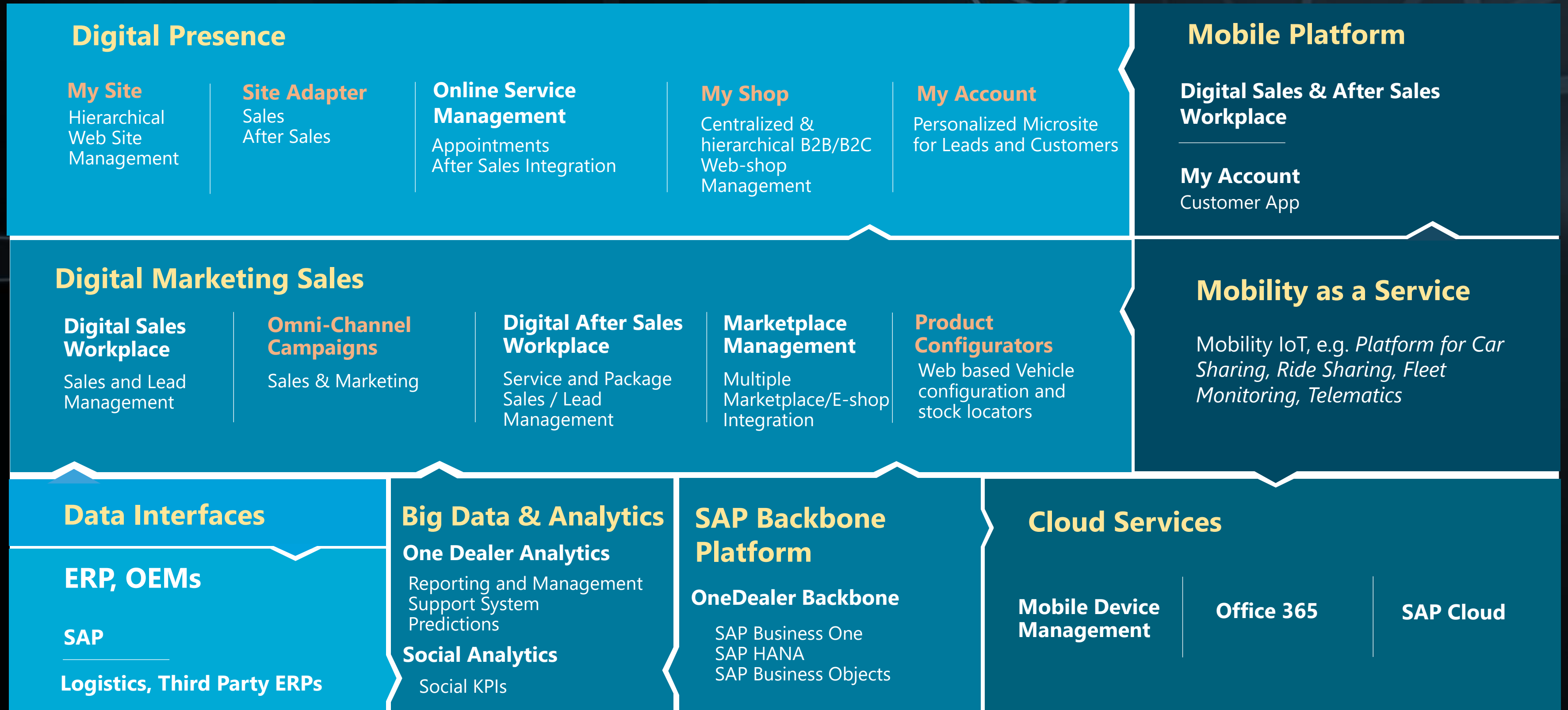


## An Ecosystem of Applications and Platforms aiming at the Customer





# ONEDEALER SOLUTION MAP



# 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

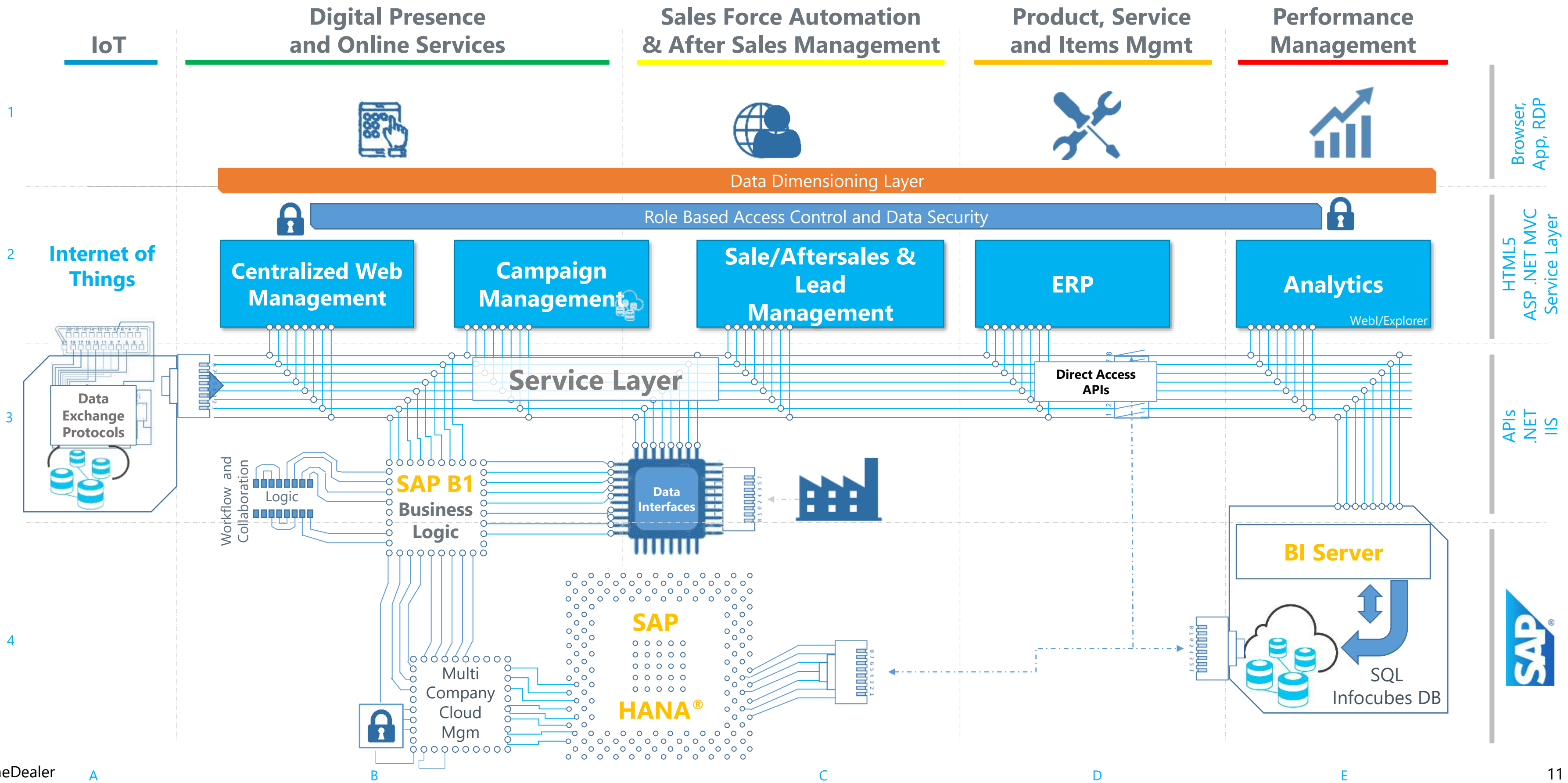
SAP Business One  
SAP HANA

## Cloud Services

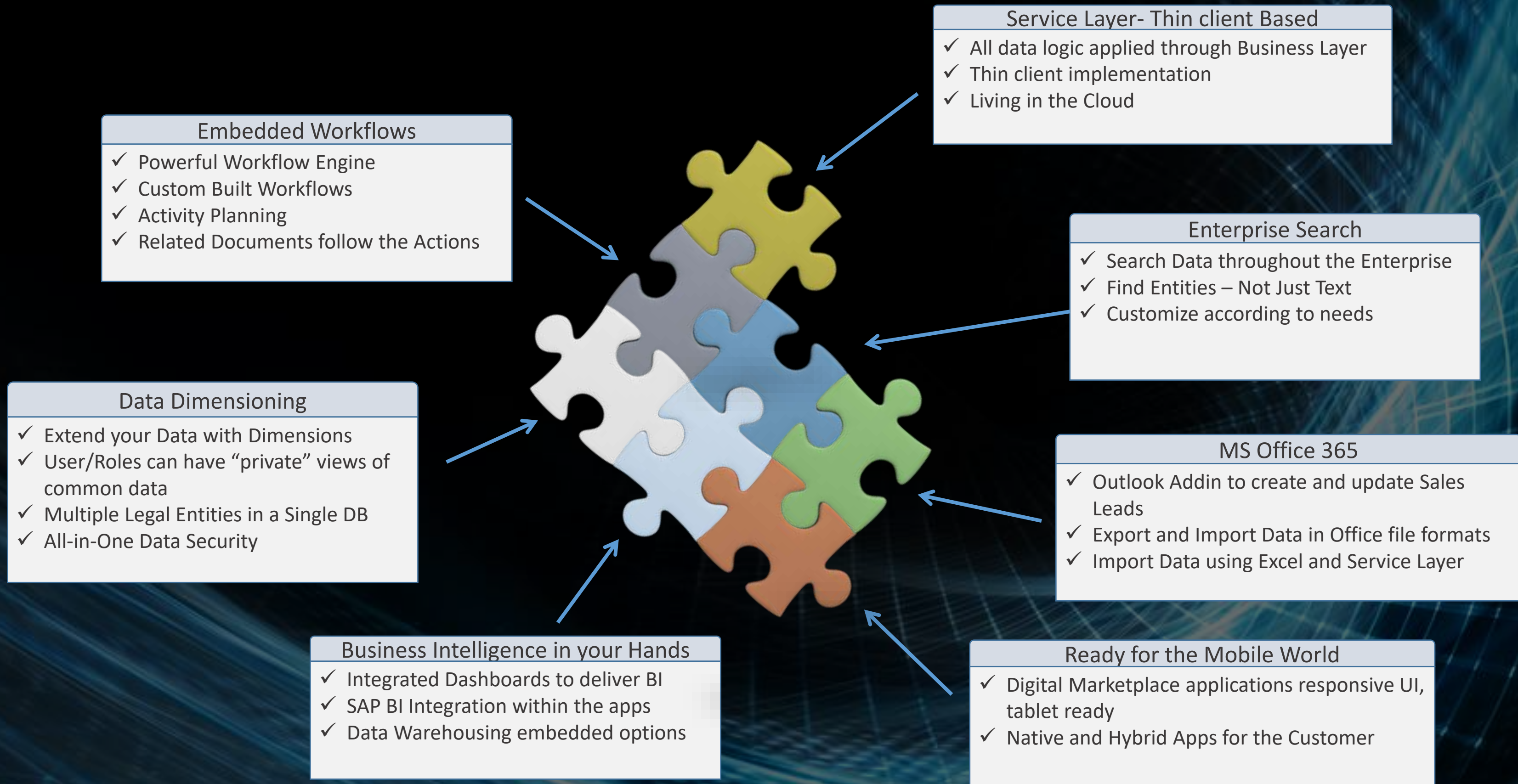
SAP Cloud

Office 365

# INTEGRATION MAP



# THE INNOVATION PUZZLE, SOLVED





# 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



# THE WORKFLOW ORIENTED PROCESS

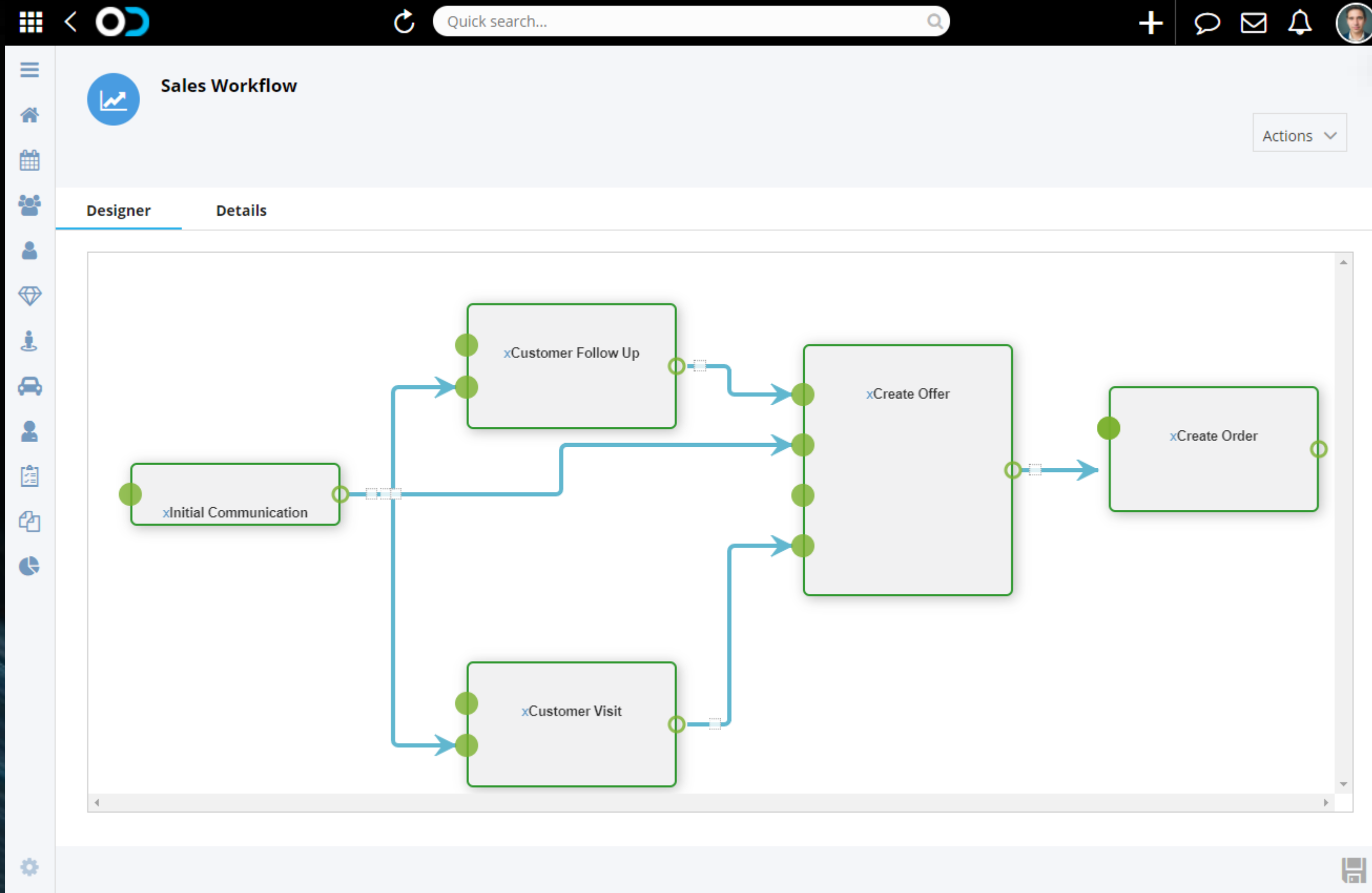


## Workflow Engine

- ✓ 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

# THE WORKFLOW ORIENTED PROCESS

## Workflow Editor



# THE WORKFLOW ORIENTED PROCESS

## Sales Process

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





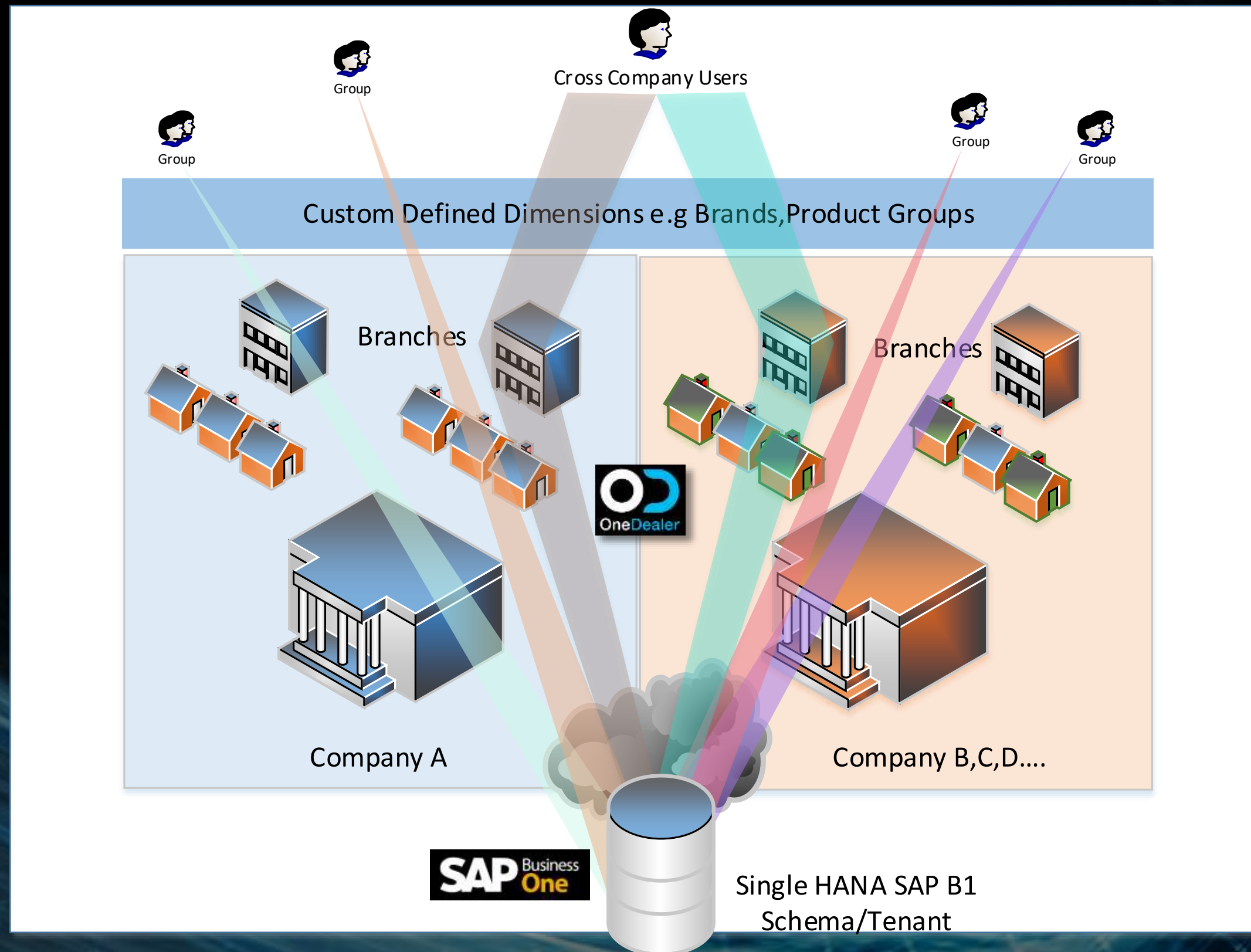


## Data Dimensions

- ✓ 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 Onedealet 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

# DATA DIMENSIONING

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

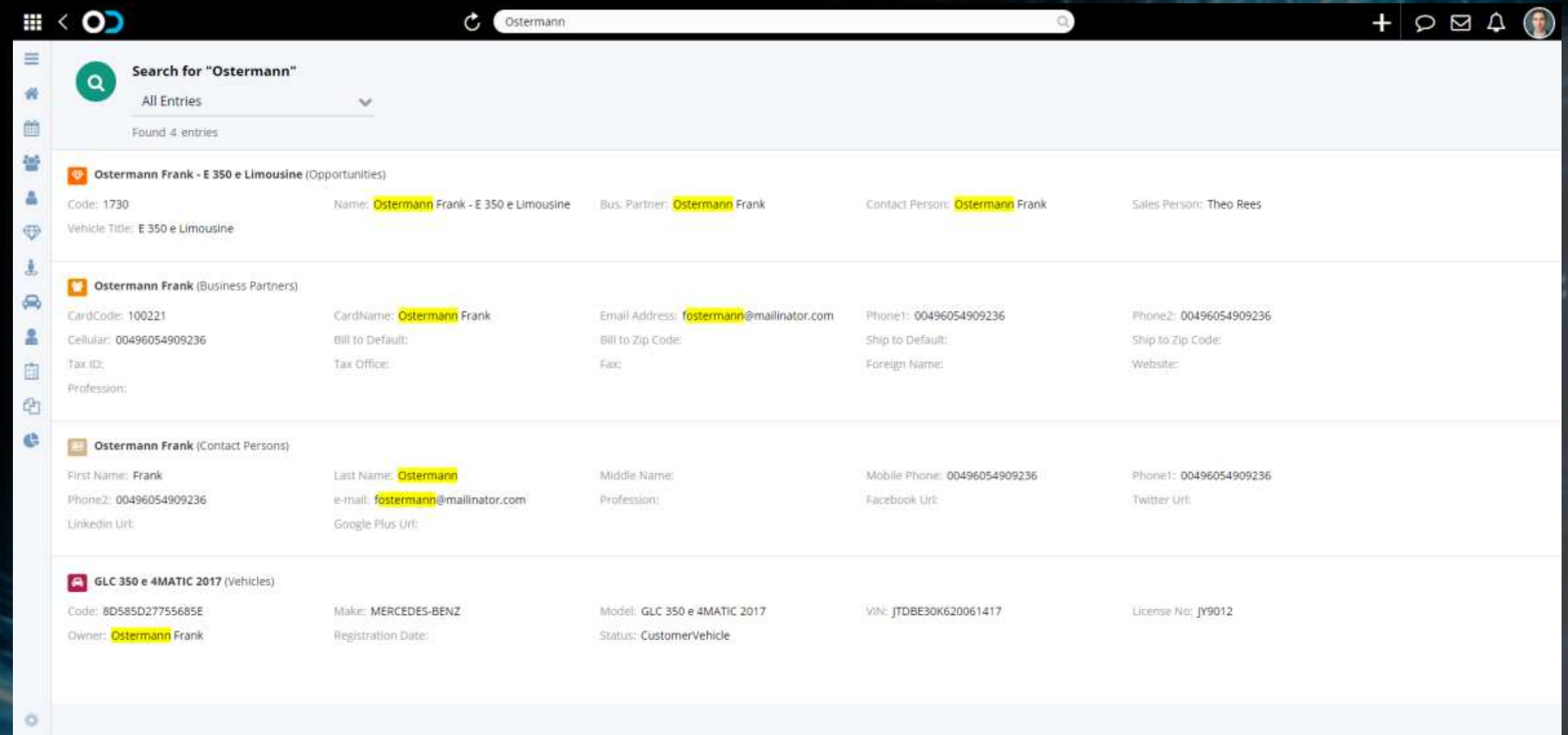


# ENTERPRISE SEARCH



## ADVANCED DATA SEARCH

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



The screenshot shows a search interface for 'Ostermann' with the following results:

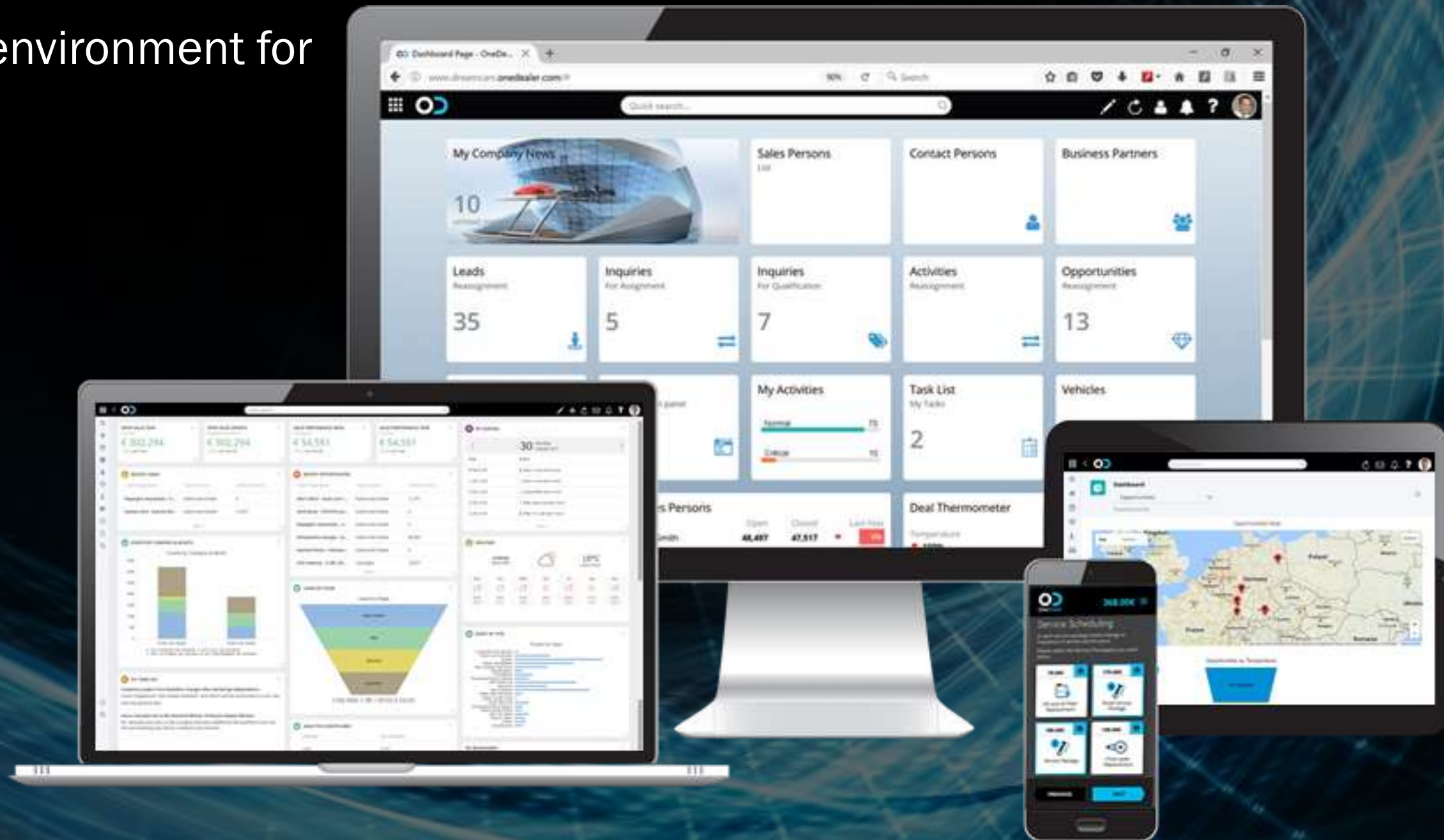
- Ostermann Frank - E 350 e Limousine (Opportunities)**
  - Code: 1730
  - Vehicle Title: E 350 e Limousine
  - Name: Ostermann Frank - E 350 e Limousine
  - Bus. Partner: Ostermann Frank
  - Contact Person: Ostermann Frank
  - Sales Person: Theo Rees
- Ostermann Frank (Business Partners)**
  - CardCode: 100221
  - Cellular: 00496054909236
  - Tax ID:
  - Profession:
  - CardName: Ostermann Frank
  - Bill to Default:
  - Tax Office:
  - Email Address: fostermann@mailinator.com
  - Phone1: 00496054909236
  - Phone2: 00496054909236
  - Bill to Zip Code:
  - Ship to Default:
  - Ship to Zip Code:
  - Foreign Name:
  - Website:
- Ostermann Frank (Contact Persons)**
  - First Name: Frank
  - Phone2: 00496054909236
  - LinkedIn Url:
  - Last Name: Ostermann
  - e-mail: fostermann@mailinator.com
  - Google Plus Url:
  - Middle Name:
  - Profession:
  - Mobile Phone: 00496054909236
  - Facebook Url:
  - Phone1: 00496054909236
  - Twitter Url:
- GLC 350 e 4MATIC 2017 (Vehicles)**
  - Code: BD585D27755685E
  - Owner: Ostermann Frank
  - Make: MERCEDES-BENZ
  - Registration Date:
  - Model: GLC 350 e 4MATIC 2017
  - Status: CustomerVehicle
  - VIN: JTDBE30K620061417
  - License No: JY9012

# 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

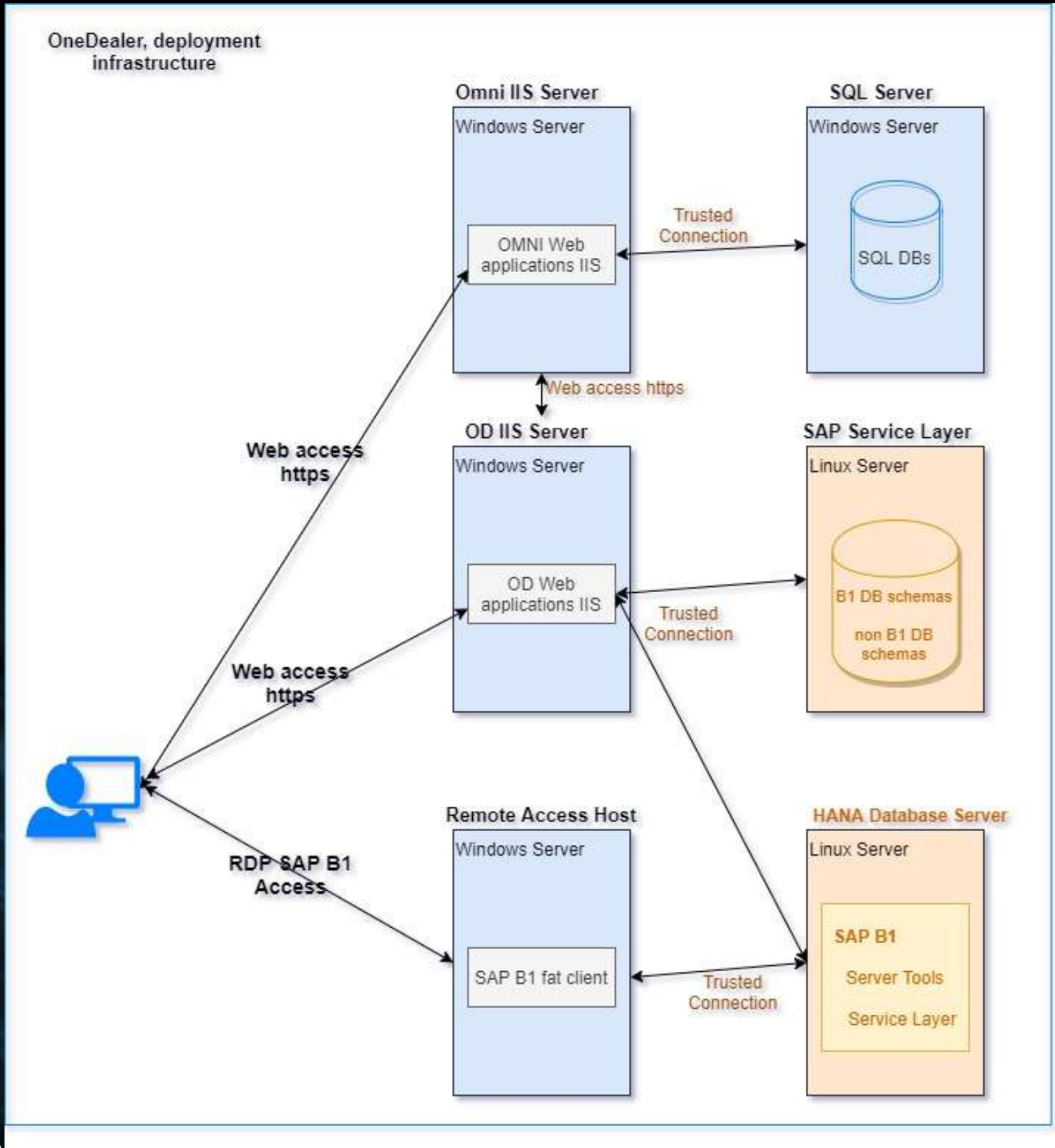




## Office Integration Features

- ✓ 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

# 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



# OD DEVELOPMENT TOOLS

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

## 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



## 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)

## 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

# 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 3<sup>rd</sup> 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

# 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
- Enterprise 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
- Enterprise Search features
- Applies to Data Dimension separation
- Integration APIs

## Vehicle Management

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- Vehicle Inventory, Master record Management
- 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
- Enterprise Search features
- Vehicle Reservation Scheme/Functionality
- Integration APIs

## Leads & Opportunity Management

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- Inquiry Creation and Qualification
- Filtered Ordered Grid Views
- Multiple Vehicles per Lead/Opportunity
- Vehicle addition from various sources (configurators, external sources, OEMS, manually 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
- Approvals Reviewing/Setting
- Intelligent Matching of available Vehicles
- Integration for 3rd parties Test Drive Booking

## Offer & Order Management

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- 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 Cancellation features
- Dealer DMS information update/exchange (Order Status)
- Integration APIs for exposure of related documents and Status exchange

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

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- Marketplace vehicle data management
- Vehicle Details management
- Marketplace 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)



# OneDealer Product Functionality



## Sales Person Management

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

## Notes & Tasks

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### Notes

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

### Tasks

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

## Embedded SAP BusinessObjects BI features

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- 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

# 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

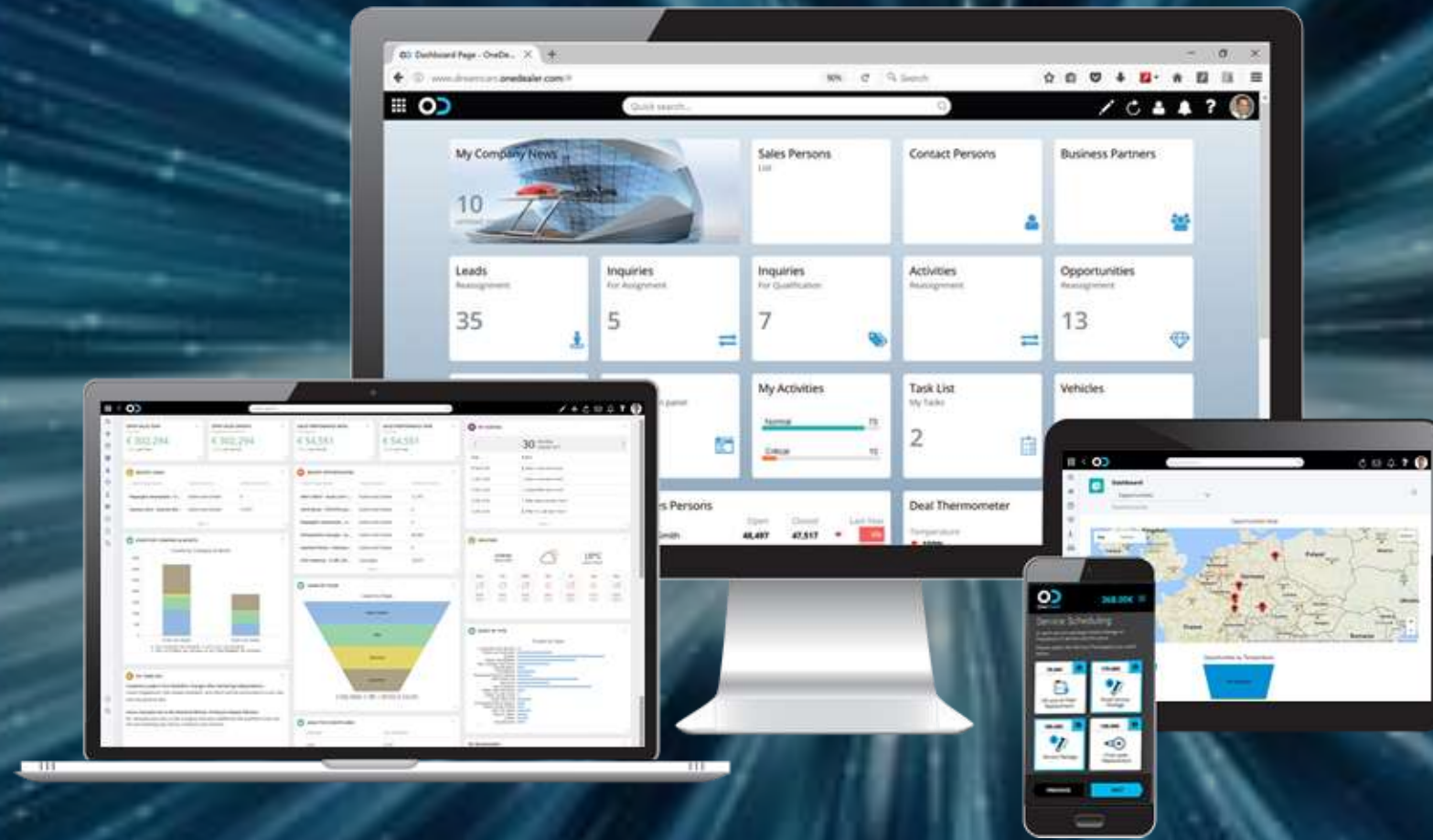


Integration Layer

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**



# INTRODUCING ONEDEALER SOLUTION PORTFOLIO

Your Path to Digital Transformation.

# DIGITAL PRESENCE

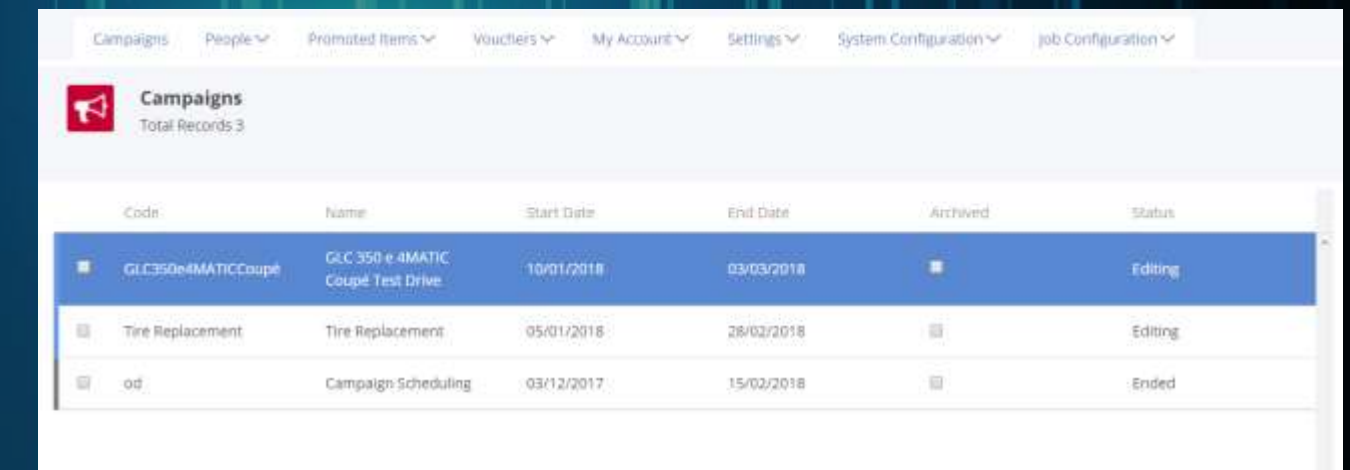
“Turn Digital Leads into Customers”

## KEY BENEFITS

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

## OMNICHANNEL CAMPAIGNS

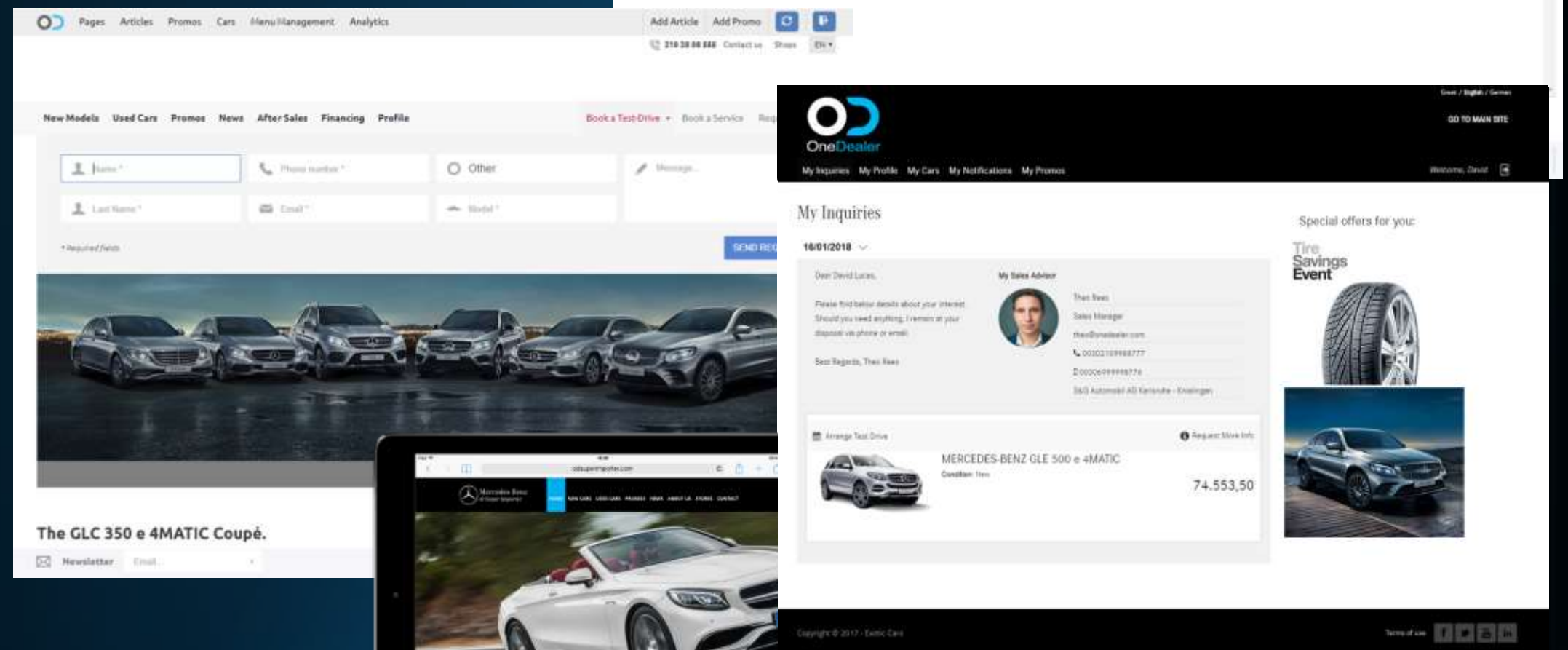
One Message – Multiple channels



Code	Name	Start Date	End Date	Archived	Status
GLC350e4MATICCoupe	GLC 350 e 4MATIC Coupé Test Drive	10/01/2018	03/03/2018	<input type="checkbox"/>	Editing
Tire Replacement	Tire Replacement	05/01/2018	28/02/2018	<input type="checkbox"/>	Editing
od	Campaign Scheduling	03/12/2017	15/02/2018	<input type="checkbox"/>	Ended

## MY SITE

Centralized management



The screenshot displays the OneDealer customer interface. At the top, there's a navigation bar with 'New Models', 'Used Cars', 'Promos', 'News', 'After Sales', 'Financing', and 'Profile'. Below this is a search bar and a 'SEND REQUEST' button. The main content area features a large image of several Mercedes-Benz cars, with a specific listing for 'The GLC 350 e 4MATIC Coupé'. To the right, there's a 'My Inquiries' section with a 'My Sales Advisor' profile and contact information. Further right, a 'Special offers for you' section highlights a 'Tire Savings Event' with an image of a tire. At the bottom, there's a 'Mercedes-Benz GLE 500 e 4MATIC' listing with a price of 74,553,50. The footer includes 'Copyright © 2017 - Emco Cars' and social media icons.

## MY ACCOUNT

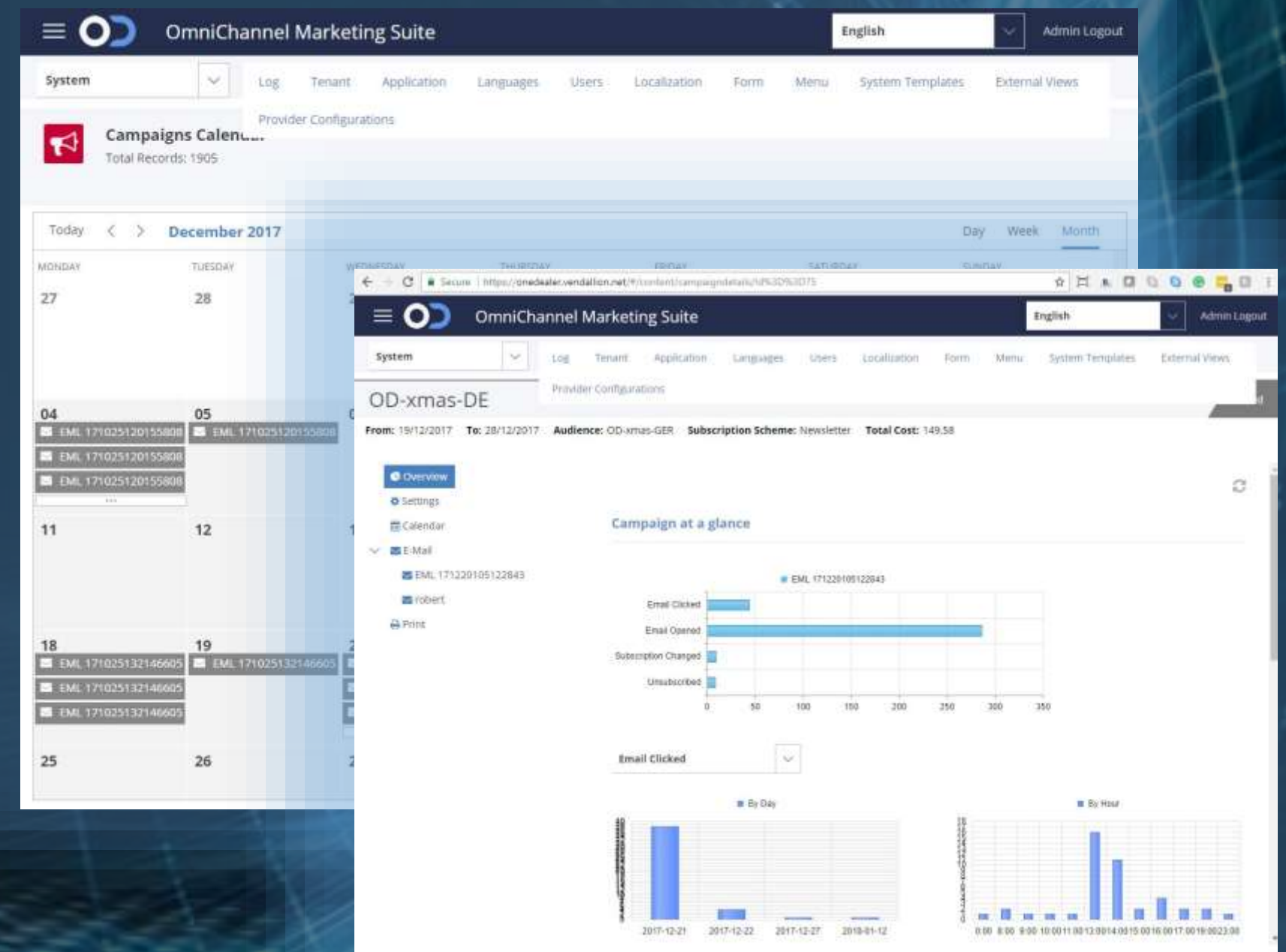
Personalized Offers and campaigns

# 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

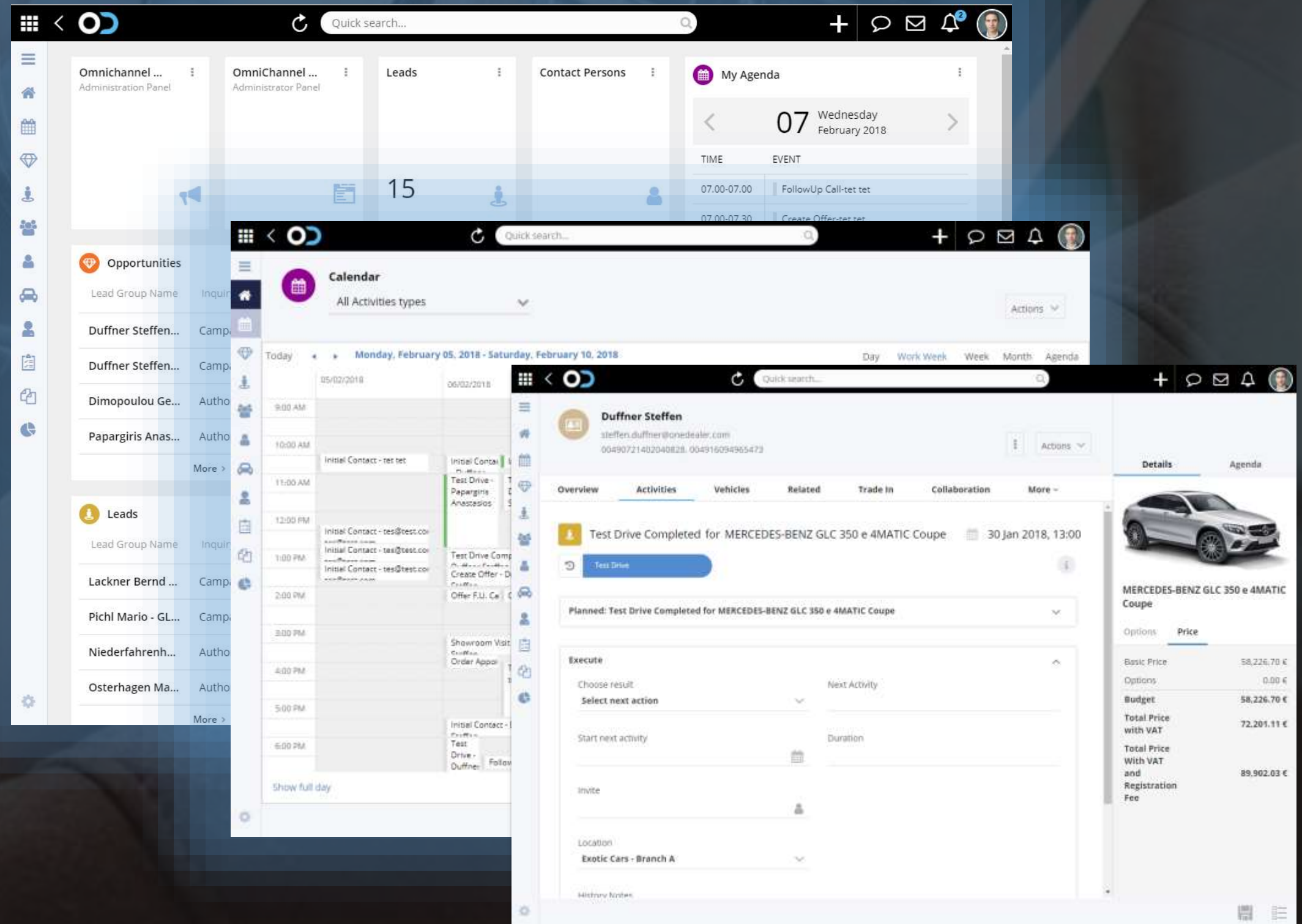


# DIGITAL SALES WORKPLACE

*“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



The screenshot displays the OneDealer digital sales workplace interface, which is a comprehensive CRM and sales management tool. The interface is divided into several key sections:

- Top Navigation:** Includes a search bar, navigation icons, and a user profile.
- Dashboard:** Features widgets for "OmniChannel Administration Panel", "Leads" (showing 15 items), "Contact Persons", and "My Agenda" (displaying a calendar for Wednesday, February 07, 2018).
- Opportunities:** A list of sales opportunities with columns for "Lead Group Name", "Inquiry", and "Status".
- Calendar:** A detailed view of a calendar for Monday, February 05, 2018, showing activities like "Initial Contact - test" and "Test Drive Completed".
- Vehicle Details:** A detailed view for a "MERCEDES-BENZ GLC 350 e 4MATIC Coupe", including a "Test Drive Completed" notification, a "Planned" activity, and a price breakdown table.

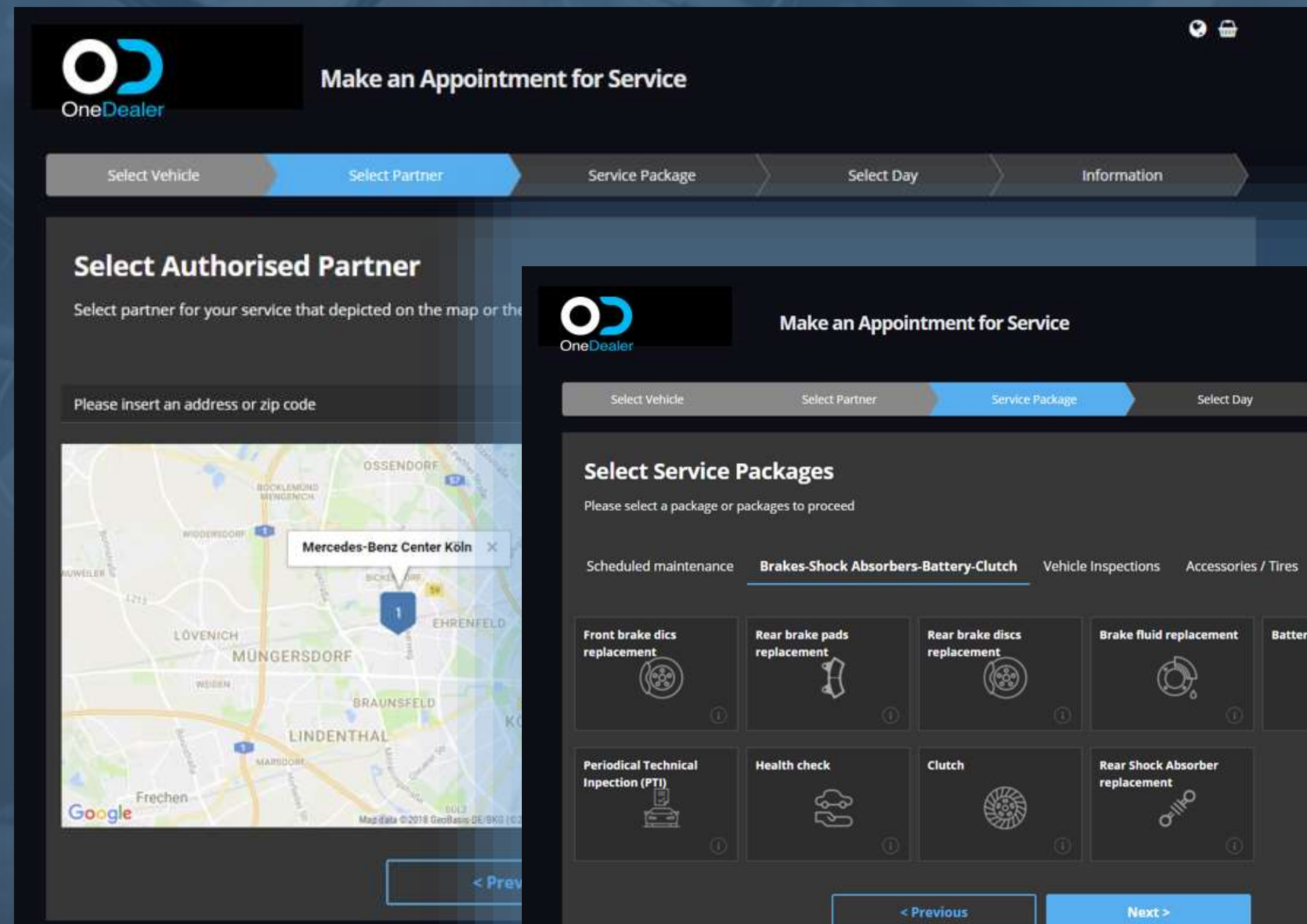
Options	Price
Basic Price	58,226.70 €
Options	0.00 €
<b>Budget</b>	<b>58,226.70 €</b>
Total Price with VAT	72,201.11 €
Total Price With VAT and Registration Fee	89,902.03 €

# ONLINE SERVICE MANAGEMENT

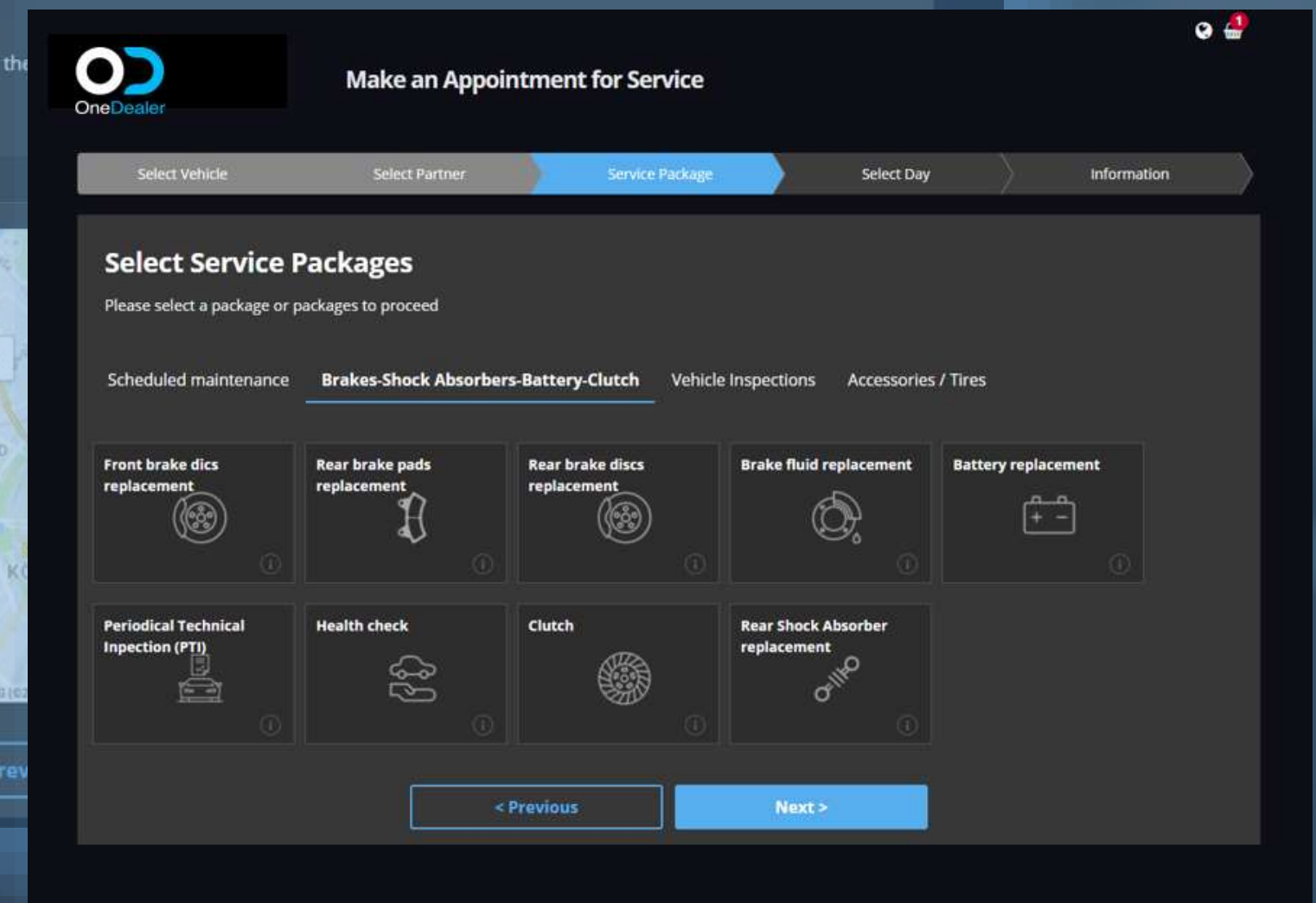
*“Create a highly profitable workshop”*

## KEY BENEFITS

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



The screenshot shows the 'Make an Appointment for Service' interface on the OneDealer website. The progress bar indicates the current step is 'Select Partner'. The main content area is titled 'Select Authorised Partner' and includes a search bar with the placeholder text 'Please insert an address or zip code'. Below the search bar is a map showing the location of 'Mercedes-Benz Center Köln' in Köln, Germany. The map includes labels for various districts like Müngersdorf, Lindenthal, and Braunsfeld. A blue pin is placed on the map, and a search box above it contains the text 'Mercedes-Benz Center Köln'. Navigation buttons for '< Prev' and 'Next >' are visible at the bottom of the map area.



The screenshot shows the 'Make an Appointment for Service' interface on the OneDealer website. The progress bar indicates the current step is 'Service Package'. The main content area is titled 'Select Service Packages' and includes a search bar with the placeholder text 'Please select a package or packages to proceed'. Below the search bar are several service packages listed in a grid format, each with an icon and a title. The packages include: 'Scheduled maintenance', 'Brakes-Shock Absorbers-Battery-Clutch', 'Vehicle Inspections', and 'Accessories / Tires'. The 'Brakes-Shock Absorbers-Battery-Clutch' package is currently selected. The packages listed are: 'Front brake discs replacement', 'Rear brake pads replacement', 'Rear brake discs replacement', 'Brake fluid replacement', 'Battery replacement', 'Periodical Technical Inspection (PTI)', 'Health check', 'Clutch', and 'Rear Shock Absorber replacement'. Navigation buttons for '< Previous' and 'Next >' are visible at the bottom of the page.

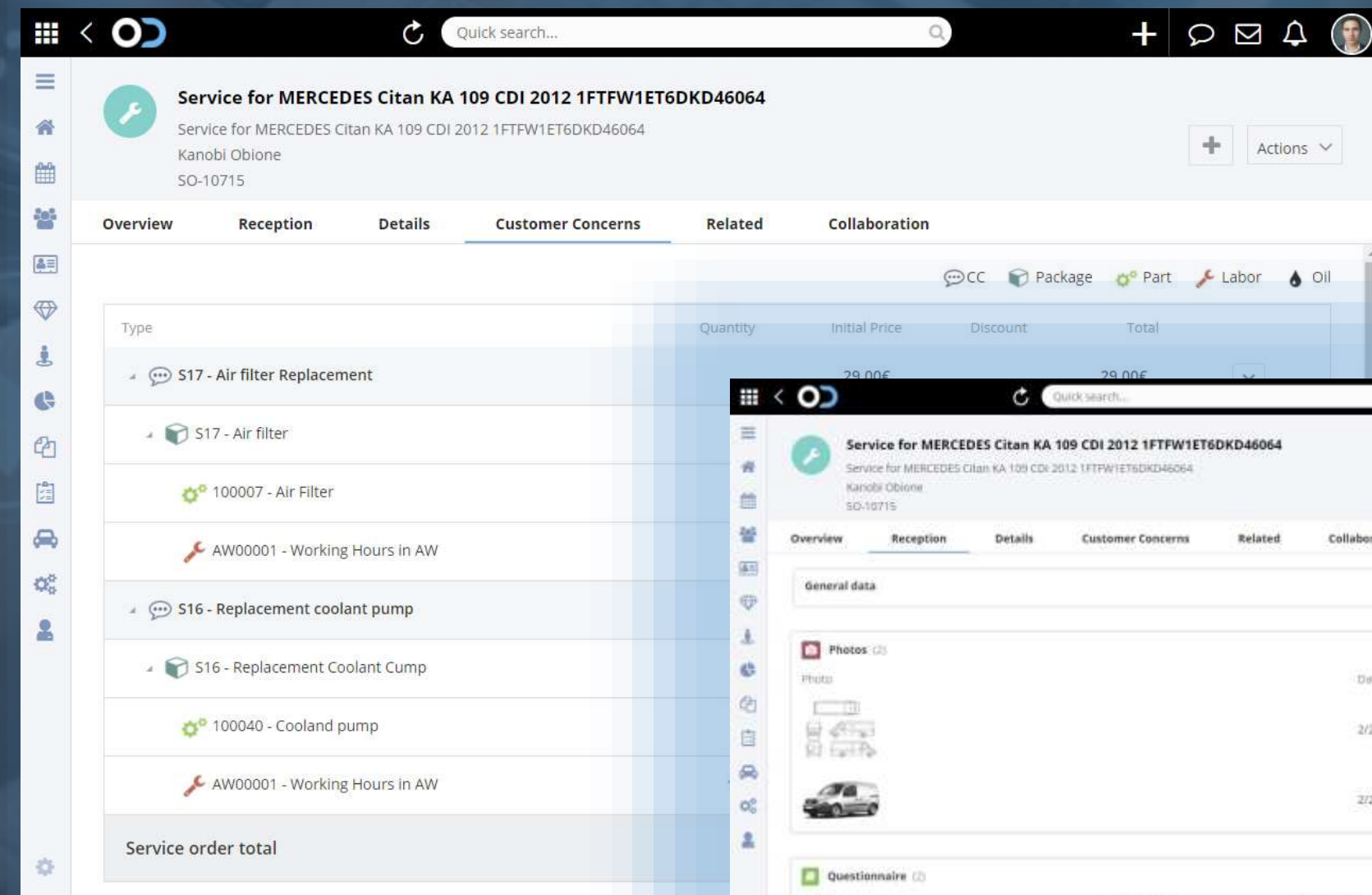


# DIGITAL AFTER-SALES WORKPLACE

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

## KEY BENEFITS

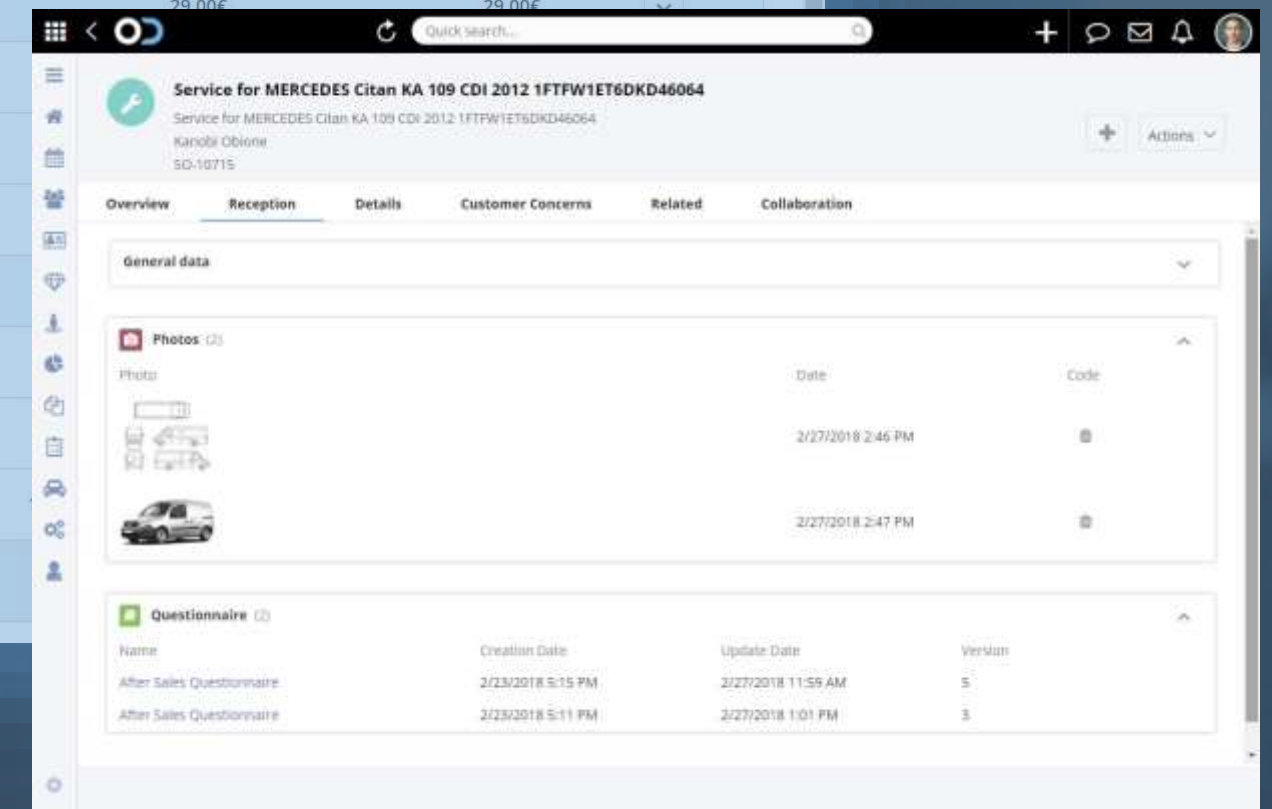
- ✓ Simple and straightforward service experience
- ✓ More time to connect with your customers and discuss issues of concern
- ✓ Make your customers feel part of their vehicle service
- ✓ Avoid nasty surprises with walk-around vehicle check
- ✓ Provide transparent pricing



Service for MERCEDES Citan KA 109 CDI 2012 1FTFW1ET6DKD46064  
Service for MERCEDES Citan KA 109 CDI 2012 1FTFW1ET6DKD46064  
Kanobi Obione  
SO-10715

Overview Reception Details **Customer Concerns** Related Collaboration

Type	Quantity	Initial Price	Discount	Total
S17 - Air filter Replacement				
S17 - Air filter		29.00€		29.00€
100007 - Air Filter				
AW00001 - Working Hours in AW				
S16 - Replacement coolant pump				
S16 - Replacement Coolant Pump				
100040 - Cooland pump				
AW00001 - Working Hours in AW				
Service order total				





Service for MERCEDES Citan KA 109 CDI 2012 1FTFW1ET6DKD46064  
Service for MERCEDES Citan KA 109 CDI 2012 1FTFW1ET6DKD46064  
Kanobi Obione  
SO-10715

Overview Reception Details **Customer Concerns** Related Collaboration

General data

Photos (2)

Photo	Date	Code
	2/27/2018 2:46 PM	
	2/27/2018 2:47 PM	

Questionnaire (2)

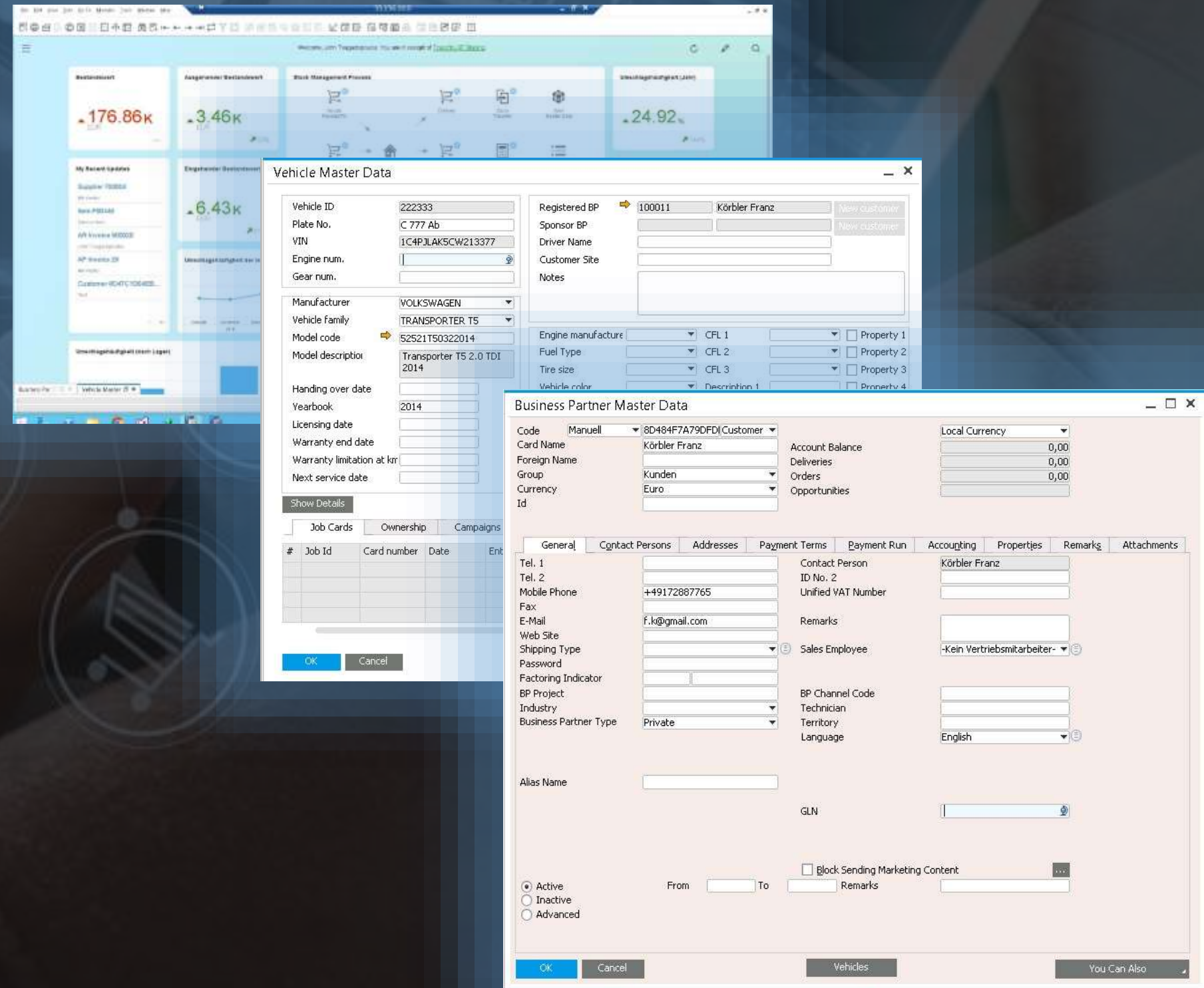
Name	Creation Date	Update Date	Version
After Sales Questionnaire	2/23/2018 5:15 PM	2/27/2018 11:59 AM	5
After Sales Questionnaire	2/23/2018 5:11 PM	2/27/2018 1:01 PM	3

# 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



The screenshot displays the OneDealer Dealer Management System interface. The background shows a dashboard with various metrics and charts. Overlaid on this are two data entry windows:

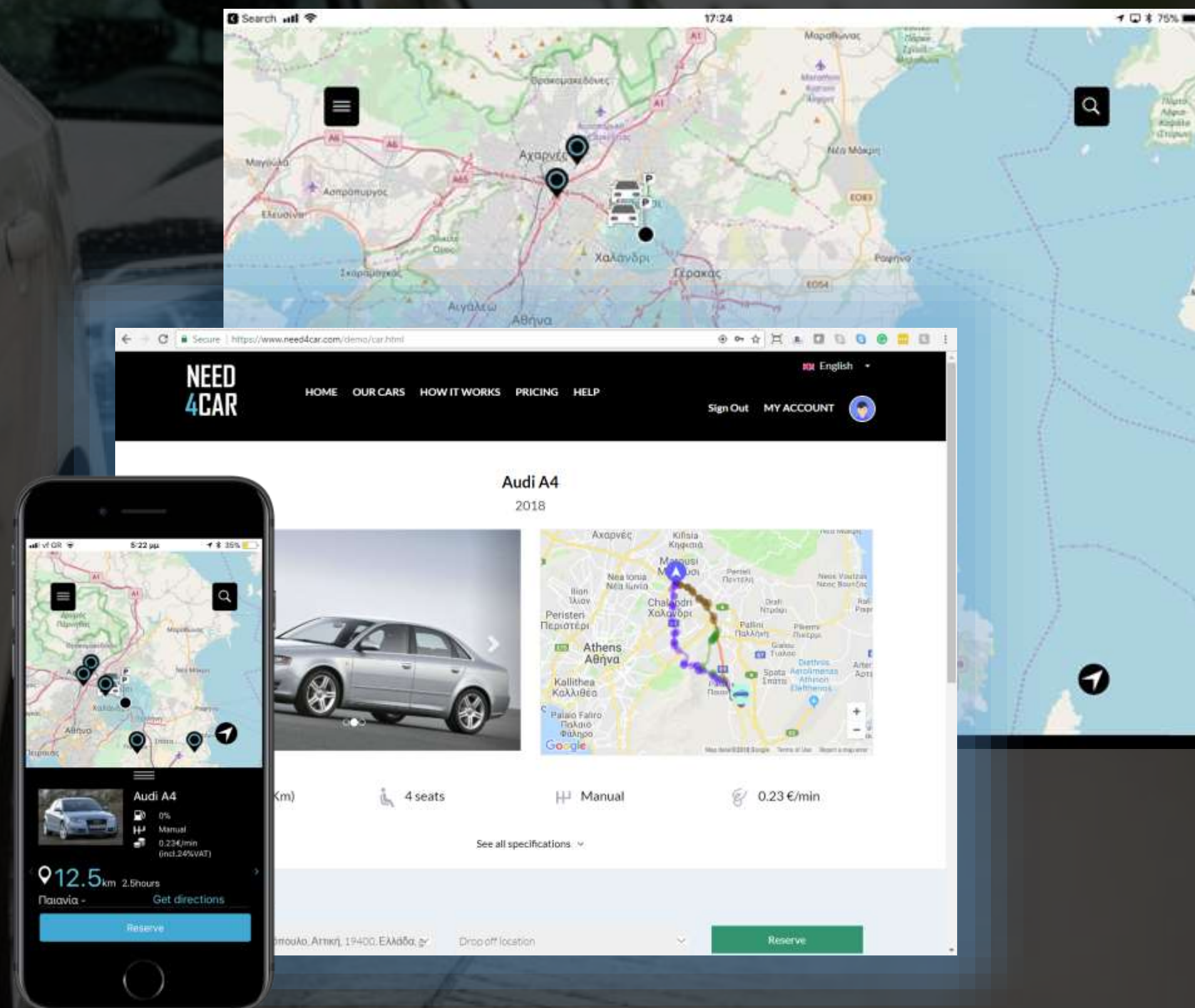
- Vehicle Master Data:** A window for entering vehicle information. Fields include Vehicle ID (222333), Plate No. (C 777 Ab), VIN (1C4PJLAK5CW213377), Engine num., Gear num., Manufacturer (VOLKSWAGEN), Vehicle family (TRANSPORTER T5), Model code (S2521T50322014), Model description (Transporter T5 2.0 TDI 2014), Handing over date, Yearbook (2014), Licensing date, Warranty end date, Warranty limitation at km, and Next service date. It also includes fields for Registered BP (100011), Sponsor BP, Driver Name, Customer Site, and Notes. There are dropdowns for Engine manufacture, Fuel Type, Tire size, and Vehicle color, each with associated property checkboxes.
- Business Partner Master Data:** A window for entering business partner information. Fields include Code (Manuell), Card Name (Körbler Franz), Foreign Name, Group (Kunden), Currency (Euro), and Id. It also includes Account Balance, Deliveries, Orders, and Opportunities. The window has tabs for General, Contact Persons, Addresses, Payment Terms, Payment Run, Accounting, Properties, Remarks, and Attachments. The General tab is active, showing contact information (Tel. 1, Tel. 2, Mobile Phone, Fax, E-Mail, Web Site), shipping type, password, factoring indicator, BP project, industry, and business partner type (Private). It also includes fields for BP Channel Code, Technician, Territory, Language, and GLN. There are checkboxes for Active, Inactive, and Advanced, and a checkbox for Block Sending Marketing Content.

# 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

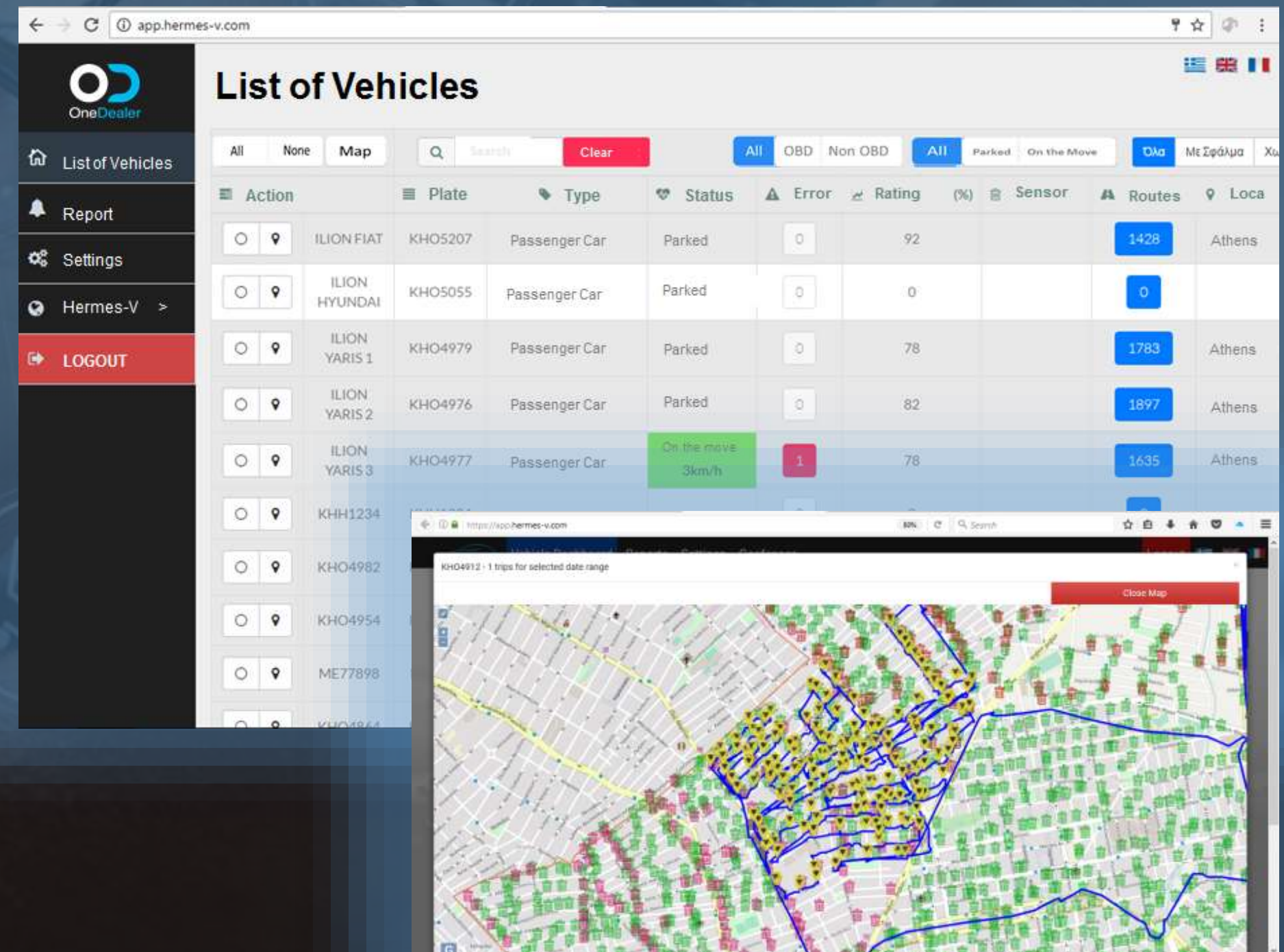


# CONNECTED CAR/TELEMATICS SERVICES

*“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



The screenshot displays the OneDealer web application interface. The top navigation bar includes the OneDealer logo and a 'List of Vehicles' menu item. The main content area is titled 'List of Vehicles' and features a table with columns for Action, Plate, Type, Status, Error, Rating, Sensor, Routes, and Location. The table lists several vehicles, including ILION FIAT, ILION HYUNDAI, and ILION YARIS models, with their respective plate numbers and status (Parked or On the Move). A map view is also visible, showing a detailed street map with various colored markers and routes, likely representing vehicle movement data.

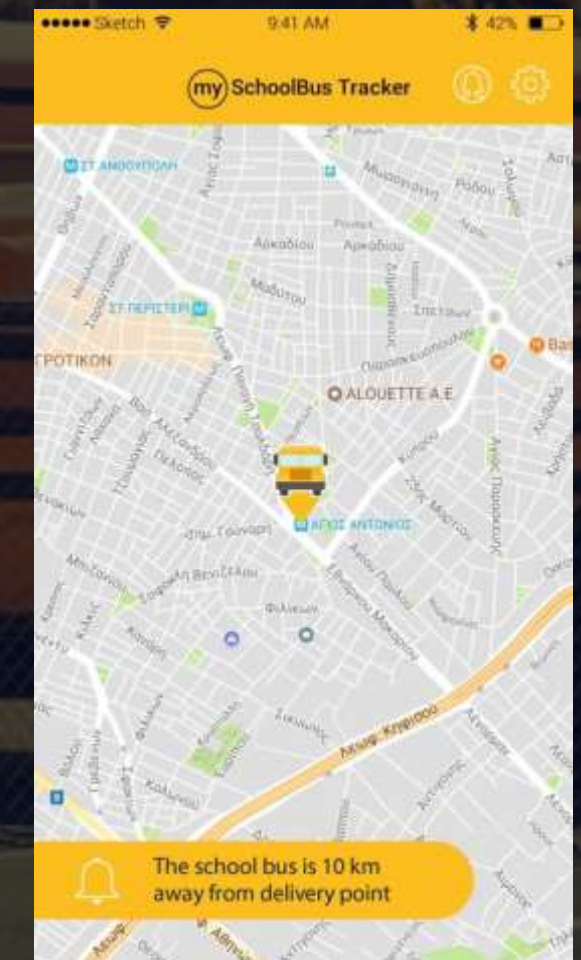
Action	Plate	Type	Status	Error	Rating (%)	Sensor	Routes	Loca
	ILION FIAT KHO5207	Passenger Car	Parked	0	92		1428	Athens
	ILION HYUNDAI KHO5055	Passenger Car	Parked	0	0		0	
	ILION YARIS 1 KHO4979	Passenger Car	Parked	0	78		1783	Athens
	ILION YARIS 2 KHO4976	Passenger Car	Parked	0	82		1897	Athens
	ILION YARIS 3 KHO4977	Passenger Car	On the move 3km/h	1	78		1635	Athens
	KHH1234							
	KHO4982							
	KHO4954							
	ME77898							
	KHO4864							

# 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



# BUSINESS ANALYTICS

“Understand your Data and make better Decisions”

## KEY BENEFITS

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

O **PLAN IST Analyse - NFZ und VfFz nach HBV Mengen (OEM Planung)**

**SOLL - IST Mengen für Neufahrzeuge**

Marktsegment	2015	2016	Difference	Difference in %	Proportion to Total
1er Reihe					
2er Reihe					
3er Reihe					
4er Reihe					
5er Reihe					
6er Reihe					
7er Reihe					
Minis					
Summe:					

**Finance - Startup Dashboard Branches: Betrieb Berlin; Betrieb Koblenz**

Period: Jahr 2015, Jahr 2016 / Months: Januar, Februar, März, April, Mai, Juni, Juli, August, September, Oktober, November, Dezember

	2015	2016	Difference	Difference in %	Proportion to Total
<b>New Cars</b>					
Revenue	18.595.453 €	5.495.849 €	-13.099.605 €	-70,44%	34,02%
Direct Costs	-17.450.366 €	-5.179.634 €	12.270.732 €	-70,32%	
Margin I	1.145.087 €	317.215 €	-827.873 €	-72,30%	12,81%
Indirect Costs	-1.061.744 €	-329.143 €	732.601 €	-69,00%	
Margin II	83.343 €	-11.928 €	-95.271 €	-114,31%	-1,02%
<b>Used Cars</b>					
Revenue	19.136.334 €	6.751.128 €	-12.385.206 €	-64,72%	41,79%
Direct Costs	-17.146.483 €	-6.263.301 €	10.883.181 €	-63,47%	
Margin I	1.989.852 €	487.827 €	-1.502.024 €	-75,48%	19,70%
Indirect Costs	-1.853.787 €	-362.648 €	1.291.138 €	-78,87%	
Margin II	336.065 €	-125.179 €	-461.244 €	-82,75%	10,74%
<b>Parts</b>					
Revenue	6.866.231 €	2.183.381 €	-4.682.850 €	-68,20%	13,51%
Direct Costs	-5.139.726 €	-1.565.027 €	3.574.699 €	-69,56%	
Margin I	1.726.505 €	618.354 €	-1.108.151 €	-64,18%	24,97%
Indirect Costs	-608.234 €	-186.585 €	441.649 €	-72,61%	
Margin II	1.118.271 €	431.769 €	-686.502 €	-60,60%	38,76%
<b>Service</b>					
Revenue	5.044.612 €	1.724.024 €	-3.320.588 €	-65,82%	10,87%
Direct Costs	-1.982.299 €	-671.392 €	1.310.907 €	-66,13%	
Margin I	3.062.312 €	1.052.632 €	-2.009.681 €	-65,63%	42,51%
Indirect Costs	-1.661.076 €	-452.029 €	1.209.047 €	-72,79%	
Margin II	1.401.237 €	600.603 €	-800.634 €	-57,14%	51,53%
<b>Total</b>					
Revenue	49.642.631 €	16.155.382 €	-33.487.248 €	-67,46%	
Direct Costs	-41.718.874 €	-13.679.355 €	28.039.528 €	-67,21%	
Margin I	7.923.756 €	2.476.026 €	-5.447.729 €	-68,75%	15,33%
Personell Costs	-4.964.840 €	-1.310.405 €	3.674.435 €	-73,71%	
Margin II	2.958.916 €	1.165.623 €	-1.773.293 €	-60,34%	7,22%
Indirect Costs	-1.888.820 €	-574.153 €	1.294.667 €	-69,28%	

**Profit per Branch**

**Profit per Years and Months**

**Drill Down**

- [Profit and Lost](#)
- [PL Vehicles View](#)
- [PL Branches](#)



# 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

# 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**

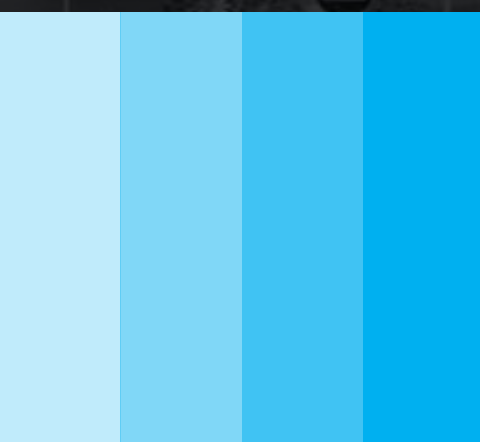


Want to see OneDealer in action?



**THANK YOU!**

Visit us @ [www.onedealet.com](http://www.onedealet.com)





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