

DIGITAL DEALER

A strategic approach
towards Digital Transformation

ENG4AUTO

integrating automotive



DIGITAL TRANSFORMATION

We often hear about Digital Transformation, but the concept is not always clear. Generally, Digital Transformation refers to the use of new technologies and information channels to improve companies' internal processes, to manage their information flow, to create a close, personalized relationship with customers and to enhance corporate performances. However, focusing only on technology is not enough.

We strongly believe that Digital Transformation is a strategic reorganizational process that includes the main dimensions of the business and the people involved.

The MIT of Boston explains the concept through 3 main dimensions:
customer experience transformation, **business processes** transformation, **business model's** transformation.

Today, the topic of Digital Transformation has the highest priority in every organization's agenda: it concerns the company's present and future. It is not just a challenge and it is not just a trend: every organization wishes to evolve in a unique and innovative way. Many solutions are valuable: there is no standard approach suitable for every business. Many analysts' studies confirm that Digital Transformation is not just a trend: according to the last IDC's reports, the total global spending on Digital Transformation has reached \$1,3 trillion at the end of 2018, with a 16,8% increase compared to the \$1,1 trillion at the end of 2017.

Digital Transformation is defining our era

Global development has always been founded on the value of knowledge, a pillar that nowadays is going through a disruptive change. New technologies are breaking the traditional systems that used to lock the information inside specific social or economic structures. Knowledge is evolving into a new bright awareness that will lead to a development that has never been reached before.

American Society's analysis foresees that Digital Transformation spending will constantly grow by 2021 with a compound annual growth rate of 17,9%. According to IDC, in 2021, the total spending is expected to almost double the current figures, accounting to more than 2,1 trillion dollars.

TRENDS

The digitalization of the real world is changing the way people interact and how they use media. It enables humans to collect and elaborate information, boosting exponentially our 5 senses.

Among the drivers of Digital Transformation, there are business compliancy and security aspects that have to be dealt with. For small and medium enterprises as for the bigger ones, this is generating several obstacles in sourcing the right technical and normative skills to face the surrounding complexity.



Mobile

Users will increasingly interact with mobile devices. Hence, adopting an omnichannel model will be essential to establish a solid brand-user relationship.



Personalization

The challenge for brands will be that of enhancing their customer relationship and design more and more frictionless experiences.



Data complexity mgmt.

Companies are now data-driven: data is the prime value element. Business performance is better measured through Analytics and BI platforms.



Dematerialization

Production systems' virtualization and the use of Cloud infrastructures ensure lasting and cooperative workflows.



Optimization

Services will expand and acquire higher importance, as they add to the product to increase customers' after sales lifetime value.



THE IMPACTS ON DEALERSHIP

The wave of Digital Transformation is strongly affecting the automotive environment, as the latter becomes more and more connected, decentralized, personalized and complex.



The use of mobile is constantly increasing and pushing the dealership towards new enabling platforms to maintain a direct, personalized contact with the customer.

Mobile

COMMUNICATION ONE TO MANY

PHONE CALLS



Customers are the core of dealers' activities: their offering has become service-driven. Mobility is nowadays an on-demand service, which offers different solutions based on users' needs.

Personalization

PRODUCT CENTRIC

GENERIC OFFERING

PRODUCT SALES



The huge quantity of data produced by different business areas creates the need for companies to find new enabling solutions to store, manage, analyze and protect it.

Data complexity mgmt

DATA FRAGMENTATION

NAVIGATION COMPLEXITY



Customer experience becomes progressively digital. While visiting showrooms, customers observe a continuous "chicane" between physical and virtual world.

Dematerialization

TANGIBLE EXPERIENCE



Systems' data integration and the exploitation of BI dashboards allow a complete visualization of performances, increasing profitability.

Optimization

RECONSTRUCTION

The strategic choice of the right touchpoints is focused on websites and most of all on mobile applications. Online, customer relationship becomes omnichannel.

COMMUNICATION ONE TO ONE

PUSH NOTIFICATIONS

In every step of the customer journey, data and information are collected to design new customized offers.

CUSTOMER CENTRIC

CUSTOMIZED OFFER

MaaS (Mobility as a Service)

New technologies have become essential in activities such as performance monitoring, inefficiency correction, strategic decision making.

INTEGRATION

CLARITY

Car dealers' role is evolving: they must provide customers with the right tools that give them real-time access to all relevant information.

VIRTUAL AND TANGIBLE EXPERIENCE

The extensive analysis of , consistent, navigable and easy-to-find data, optimizes stock and costs and generates new sales profit.

VISUALIZATION

DIGITAL TRANSFORMATION

FROM THE "CLASSIC" DEALER JOURNEY...

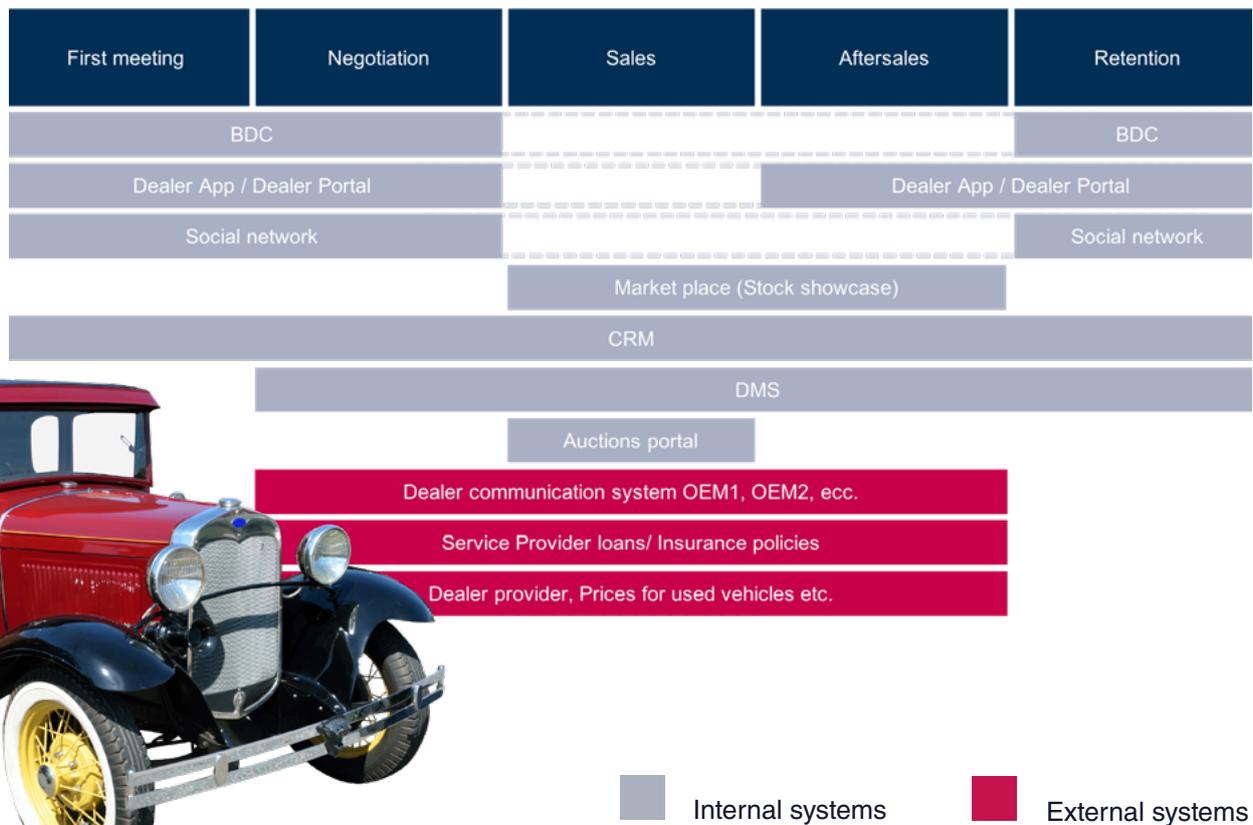
Car dealers today are facing a very complex and fragmented scenario. This is particularly true as dealerships' aggregation phenomenon increases.

Some companies provide dealers different systems that generate huge amounts of data. The latter could be difficult to manage if not correctly stored and analyzed.

Different touchpoints are available to enable car dealers to interact with customers through several systems:

- Internal proprietary systems (*e.g. OMS, CRM, etc.*)
- Systems provided by OEMs (*related to authorized brands*)
- Systems provided by external suppliers (*e.g. insurance companies, banks, used vehicles websites, etc.*)

The lack of integration and interaction among those systems often generates gaps and overlapping in the processes, slowing down customer experience and placing customers aside.



... TO THE "DIGITAL" DEALER JOURNEY



Our goal is to actively support dealer groups by putting the customer on top of their business priorities, by simplifying processes, integrating systems and making customer experience optimal and faster.

First meeting	Negotiation	Sales	Aftersales	Retention
BDC				
Dealer App / Dealer Portal				
Social network				
Market place (Stock showcase)				
CRM				
DMS				
Auctions portal				
Dealer communication system OEM1, OEM2, ecc.				
Service Provider loans/ Insurance policies				
Dealer provider, Prices for used vehicles etc.				



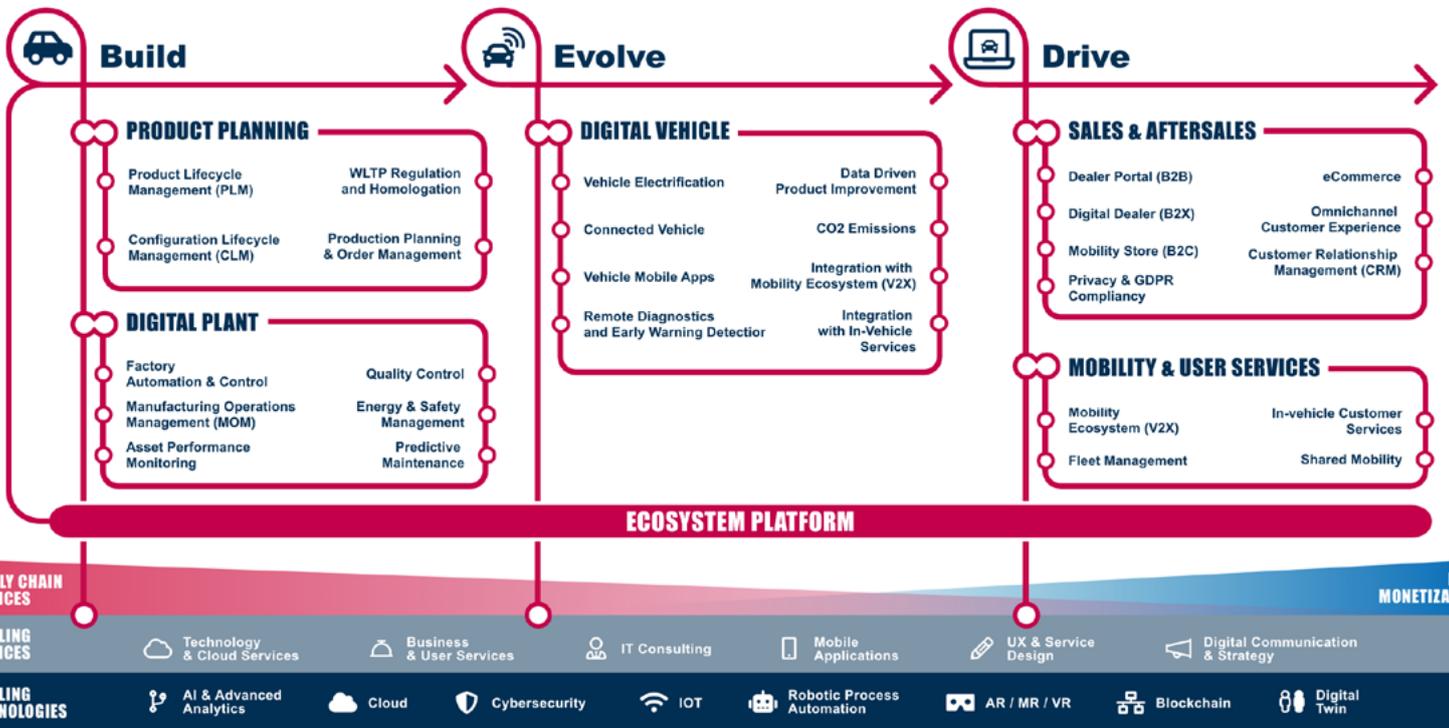
WHY ENG4AUTO

ENG4AUTO is the automotive division brand of Engineering.

It works in the automotive industry for automotive operators (OEMs, dealers, supply chain operators). Our goal is to partner with our customers to support their needs along the whole value chain (Manufacturing, Supply Chain, Procurement, Finance, Sales and Marketing, After Sales, Dealer Network, CRM).

PORTFOLIO MAP

Digital Automotive



WHY ENGINEERING

We help **our clients** achieve **their goals** by engineering innovation, providing **solutions**, **co-designing the future** and leading their transformation towards a new economy of **digital ecosystems**.

€ 1.270 mln

revenues

12.000 +

employees

65 +

offices worldwide

■ **SOFTWARE MAKER**

■ **SERVICE PROVIDER**

4

Data Center

€ 40 mln

in Research
and Innovation

450 +

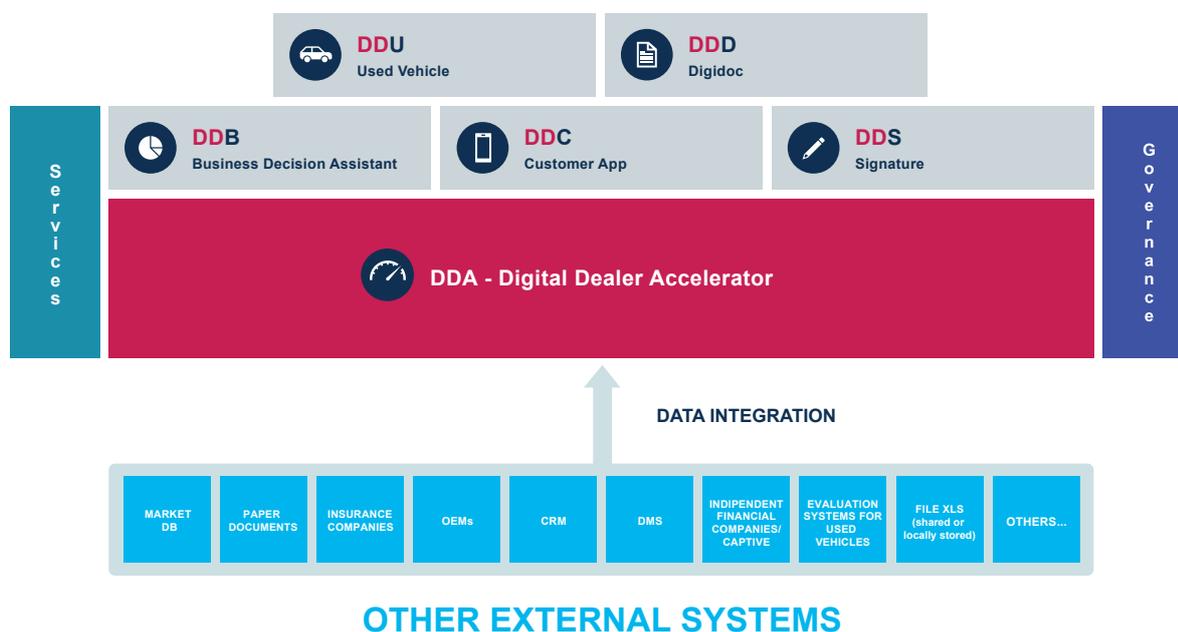
Data scientists
and researchers

■ **SYSTEM INTEGRATOR**

■ **DIGITAL PLATFORMS**

DDP DIGITAL DEALER PLATFORM

- How much data is generated by dealer's operations?
- How should data be integrated to gain a global vision?
- How can integrated data improve my business?
- Which tools are necessary to analyze data and make decisions?
- Is my business ready to adapt its processes to changing environments?



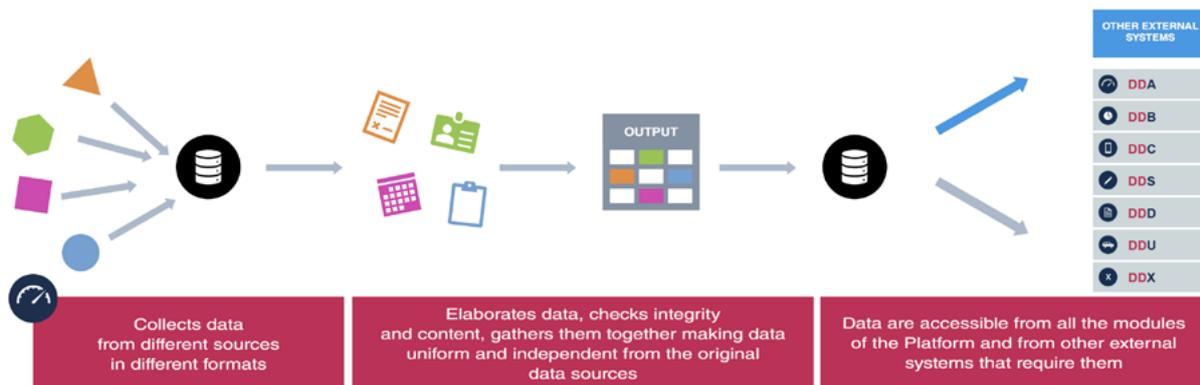
The **Digital Dealer Platform** supports business activities of dealer groups (new branches, new brands, new offices, etc.), simplifying and automating processes to provide an overall business view. **DDP** supports an accurate definition of corporate goals, allows flexibility and quick adaption to market changes (carsharing, electric vehicles, smart cities, new business models, etc.).

These aspects impact on customers in terms of:

- **More transparency**
- **Offer customization**
- **Quick response time**
- **New communication channels**
- **Bureaucracy and document simplification**
- **"Premium" service for customers**
- **Best offer canalization**

DDA ACCELERATOR

Enables and orchestrates all modules of the Platform by allowing different data sources to interact.



What does it do?

It aggregates and stores in a single place all information generated by dealers' systems (e.g. DMS, CRM, OEMs systems, financial data, data coming from insurance companies etc.).

Dedicated connectors easily integrate dealers' systems (e.g. main market DMS / CRM). New connectors can be built to acquire data with different formats (e.g. data extrapolation from external systems like CSV, XML, XLS files, direct data sources from DB, or integrating services through Web Service or API made available by external systems).

Once collected, data is cleaned from duplicates and irrelevant information, and then uploaded into the DDA, which acts according to the rules set by the customer. Rules can be used to determine dominant data sources if the same information comes from several sources. DDA makes available aggregated data to all modules of the Platform and, eventually, also to external systems.

Moreover, information stored on DDA can be enriched through a data entry interface, which allows to insert data manually. In fact, such data might not be present in any system but could be needed by other modules (e.g. KPIs target values presented in the DDB module – Business Decision Assistant).

DDB BUSINESS DECISION ASSISTANT

Allows dealers to manage and monitor their whole business through an easy-to-read interface.



What does it do?

The Business Decision Assistant can be tailored to dealers' need to enable a complete management and monitoring of their business. In fact, thanks to a profiled Web Application, available both on desktop and mobile, every user of a dealer's ecosystem can access its operational area and deal with all the information needed for decision making, lowering related risks.





DDS SIGNATURE

Enables paperless processes that make use of digital signature to make operations and electronic storage leaner.



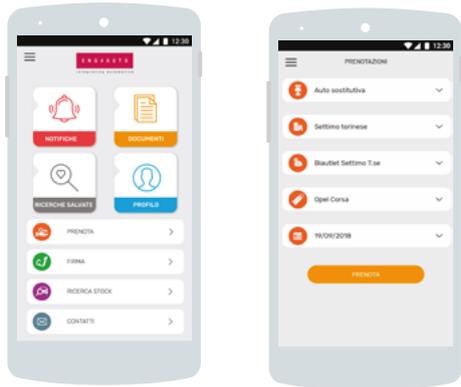
What does it do?

The advanced electronic signature allows the digital collection of the customer's signature and ensures its safekeeping. The process allows the signer to understand how his/her data is managed, managing authorizations and ensuring the accurate identification of holders.



DDC CUSTOMER APP

Enables businesses to directly communicate with their audience, creating engagement and increasing brand awareness.



What does it do?

It enables customer profiling and offers several functionalities: research and selection of cars on sales or for rent and after-sales services booking, etc. It creates engagement sending segmented push notifications, collects real-time information, helps to improve dealers' customer relationship and to increase car dealerships' brand awareness





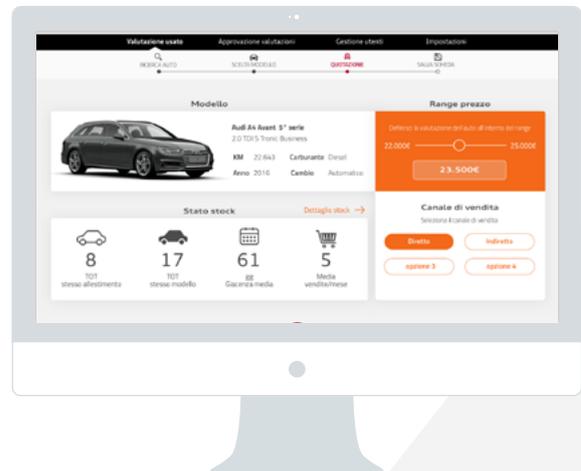
DDU USED VEHICLE

Enables used vehicle management, from the evaluation phase to the actual sale.



What does it do?

The Web Application, accessible from both Desktop and mobile, simplifies all the phases of used vehicles managing. The DDU is able to provide real-time information and it improve significantly the business performances. This solution allows to keep track of vehicles' relocations among company branches, to calculate the return price of used vehicles and to analyze performances to optimize storage costs.



DDD DIGIDOC

Enables digital development and document management



What does it do?

A single solution to digitally manage corporate documents, anomalies, rejection notifications, ensuring increased efficiency to back office processes and a strong storage optimization. It also provides control and security during the storage process.





DDX ...

Our Accelerator module enables the development of new modules, according to specific needs



What does it do?

We are ready to meet any customer request supporting the realization of customized solutions by combining our ten-year expertise in the dealer's sector with the vast opportunities offered by "digital" and new emerging technologies.



ENG4AUTO, CO-DESIGNING THE PATH TOWARDS NEW DIGITAL ECOSYSTEMS OF THE FUTURE



We cooperate with several partners, implementing innovative solutions, such as:



DIGITAL DEALER

ENG4AUTO

integrating automotive

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