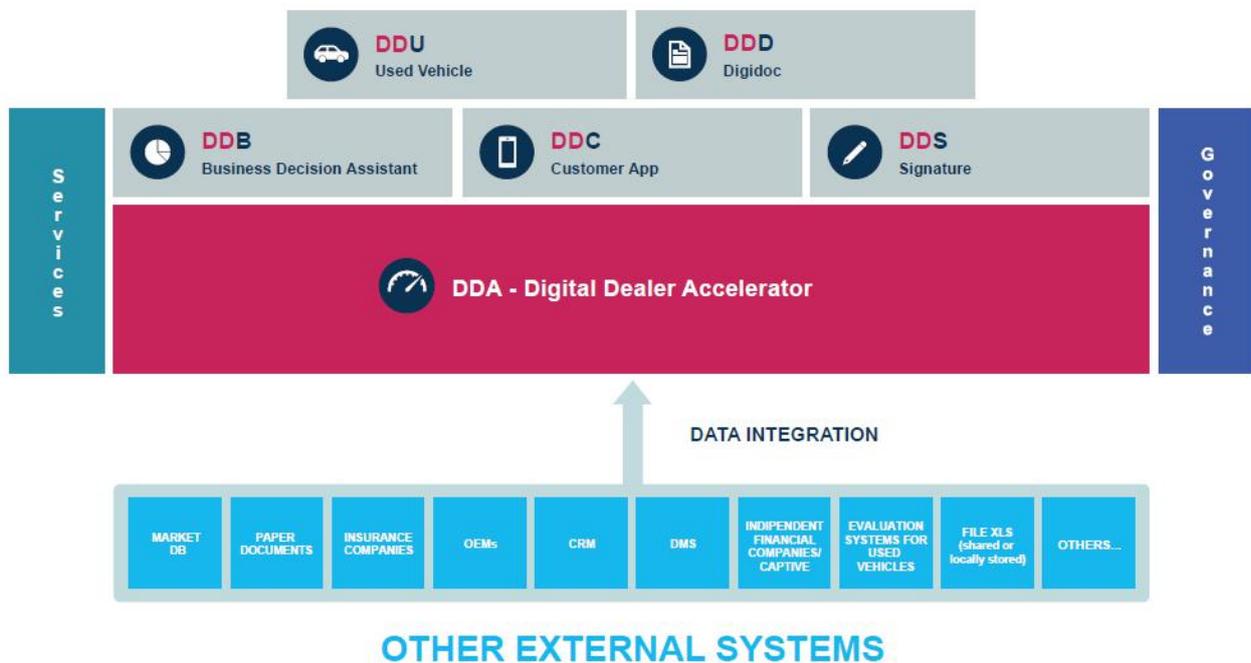


DIGITAL DEALER PLATFORM

- How much data is generated from dealers' activities?
- How should data be integrated to gain a global vision?
- How can integrated data improve my business?
- What are the necessary tools to analyze data and make decisions?
- Is my business ready to adapt its processes to changing conditions?



Some of the answers to these questions show the complex environment in which dealers measure themselves everyday: a huge amount of data in different formats coming from several sources. Data integration lacks. Information coming from data are single entities not interacting among each other and not involved into an organic ecosystem. Integration costs are high and the extension to new sources generates low flexibility and slows down the change process. Making inefficient investments that do not yield the expected benefits is one of the biggest implementation risk of these development systems for dealers.

We know dealers are living a transitory moment and we are aware about their compelling need to provide exclusive services, simplify and automate their processes. Having the right tools becomes fundamental to have a unique and integrated vision of their business. These tools would help to take decisions in short time and make dealers able to quickly adapt to the changes of the environment (new data sources, new business models, new market trends). This is particularly important considering the importance of the aggregation trend which is marking out the evolution of the distribution markets, with the increasing establishment of new big dealer groups.

Change and evolution

The Digital Dealer Platform represents the tailor-made solution for you and for your needs to catch increasing opportunities. It consists in an integrated platform able to collect all the external and internal data of the corporate ecosystem to make them accessible, easy to read and navigable to all the business areas. This will help improving and optimizing the management of all the business activities. The customized package is composed of different modules responding to dealers' main requirements.

 DDA	it is the enabler of all modules of the Platform. It constitutes the interaction channel among different data sources	 DDS	paperless processes that make use of digital signature to make operations and electronic storage leaner
ACCELERATOR		SIGNATURE	
 DDC	the customer touchpoint. It makes businesses communicate with their audience in a direct way, creating engagement and increasing brand awareness	 DDD	a family of specific services focused on digital development and document management
CUSTOMER APP		DIGIDOC	
 ddb	the integrated platform which, thanks to an easy-to-read interface, allows dealers to manage and monitor their whole business	 DDU	portal to manage used vehicles, from the evaluation phase to the actual sale
BUSINESS DECISION ASSISTANT		USED VEHICLE	

The Digital Dealer Platform represents an important growing support to dealer groups for their businesses' activities (new branches, new brands, new offices, etc.), since it simplifies and automates processes providing an overall business view. DDP supports an accurate corporate goals definition. It generates flexibility and makes dealers able to quickly adapt to market changes (carsharing, electric vehicles, smart cities, new business models, etc.).

The platform that accelerates Digital Transformation and increases business opportunities



The DDP constitutes an integrated offer that can be easily adapted to each area of your business. Our Platform is continuously evolving and is highly flexible to the implementation of your ideas, to develop new tailored solutions. Based on the availability of uniformed data (generated by the Digital Dealer Accelerator), Engineering is always ready to support its customers to reach their goals designing innovative solutions.



DIGITAL DEALER ACCELERATOR

THE ACCESS DOOR TO THE DIGITAL PLATFORM

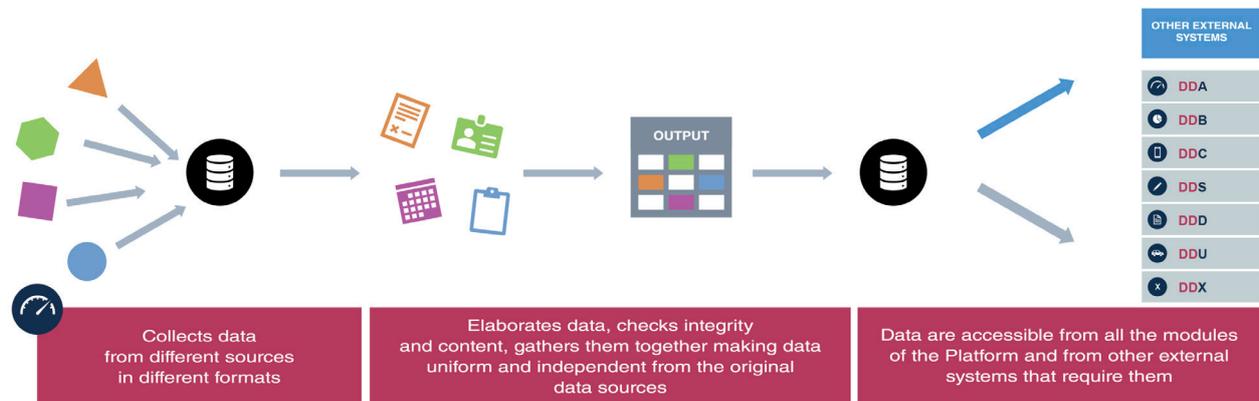
Data is often considered to have a lower priority compared to the dealer's core activities. We are living a massively complex period, characterized by new brands, offices and employees to deal with.

Acquiring new customers is more expensive than maintaining existing ones. Developing positive customer relationships and focusing on continuous improvement is crucial. The best way to do it, is to put efforts on collecting and analyzing data created before, during and after the sales.

DIGITAL TRANSFORMATION CANNOT WAIT: YOU NEED TO CHOOSE YOUR DIRECTION

Did you know that...

- Leading companies in Digital Transformation in “digital” double the amount (**40%**) of that of others companies (**23%**)
- Leading companies in Digital Transformation expect great results in the main development areas such as: sales (**58% vs not-leaders' 31%**), new sales channels (**55% vs. 30%**), new products and services (**58% vs. 34%**) and customer experience (**70% vs. 53%**)
- In Europe, **one dealer out of two** is not Digital yet



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).

KPI's

DATA
VERIDICITY

REAL TIME
INFORMATION
AVAILABILITY

DIGITALIZATION
ENABLING

DATA HISTORY
AVAILABILITY

KEY BENEFITS

DATA PRECISION AND REINFORCEMENT

- Data are not stored in silos any more
- Duplicates and irrelevant information are automatically ejected
- No data dispersion

FULLY ACCESSIBLE DATA

- Data are accessible from all the dealers' systems
- External services such as API or Web Services can be connected
- Decision making process (from data generation to the actual decision) is intensely shortened
- Information is centralized



DIGITAL DEALER BUSINESS DECISION ASSISTANT



**ONLY ONE BI TOOL FOR ALL SYSTEMS,
TO TRANSFORM INFORMATION
INTO ACTIONS.**

**A concrete help,
with data at hand**

Did you know that...

- A centralized BI allows to reduce IT expenses by **20%**
- Only **26%** of companies owns a BI that is aligned to their business requirements
- More than **80%** of car dealerships does not have suitable tools/technologies to efficiently monitor sales goals
- **50%** of the biggest players makes profit from a strategic data exploitation

The huge quantity of data coming from different sources represents, for a dealer, great opportunities for development and the chance to achieve new and high-quality knowledge.

Combining predictive analysis, clustering processes and analytics functions, business intelligence tools allow today's dealers to run their activities through data integration. Dealers are able to acquire, classify and enhance knowledge hidden behind data.

**In view of this growing potential,
we have the right solution for you and your business's success**

Engineering's business intelligence is everything you need to manage and monitor the whole business. Through the implementation of an application adapted to dealer's needs, the Business Decision Assistant offers a simple quick interaction to make users able to acquire the necessary information and minimize the risks of making decisions. Thanks to a profiled Web Application, accessible from both desktop and mobile, every user of the dealer's ecosystem can enter its operational area and manage all data generated by their activities. Engineering's DDB gathers into one application, dealer's past, present and future through historical trends visualization, KPIs and fixed goals.



Available features

To date, through its controlled areas, our business intelligence allows to facilitate: stock management, sales chains management and monitoring, control of financial and insurance services, the storage management and cars' spare parts sales, mechanic's workshops management and evaluation, monitoring of courtesy cars service offering, and your Marketing activities.

KPI's

NEW CUSTOMERS

NEW AND USED
SOLD VEHICLES
INDEX CALCULATION

SALES VOLUME
CONTROL
PER BRANCH

IMPROVEMENT OF
INVENTORY TURNOVER
INDEX FOR NEW AND
USED VEHICLES

KEY BENEFITS

BETTER STOCK MANAGEMENT

- Minimizing costs for unsold cars
- Reducing the average storage time
- Monitoring the stock depreciation constantly

CONSTANT PERFORMANCE MONITORING

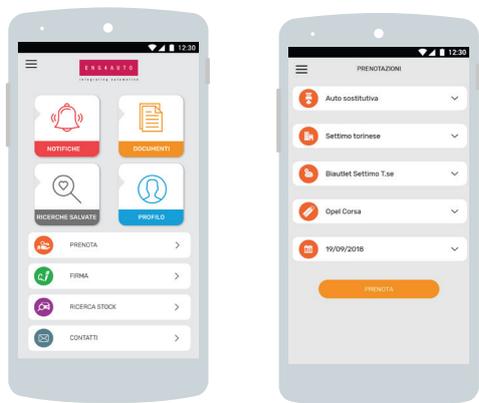
- Every business area has its own goal
- Reducing inefficiencies
- Companies gain flexibility and promptness to the strategic changes of the business
- Sales skills and performances of every employee can be framed

AFTER-SALES MANAGEMENT

- Enhancing the connection and the relationship with the customer
- Maximizing after-sales profit
- Increasing commercial opportunity
- Analyzing warehouse composition



DIGITAL DEALER CUSTOMER APP



GENERATE IMMEDIATE ENGAGEMENT FOR THE CUSTOMER. FROM THE FIRST SIGNATURE OF THE CONTRACT, ALWAYS DEALER-TAILORED

The future of companies is mobile-based.

Did you know that...

- In 2018, **59%** of the whole web traffic in the automotive sector came from smartphones or tablets (“Buyer Digital Car Buyer 2018 report”, Sophus3)
- The average reaction rate to push notifications is more than **3 times greater** (7,8%) than the click through rate to emails (2%-3%). (Report osservatorio statistico 2018 – Barometro delle notifiche push 2018)
- Around **45%** of leader dealer groups in Italy, owning a customer application, is able to cover only certain phases of the customer journey, offering vertical features limited to specific requirements.

Nowadays customers can exploit thousands of options and features at their fingertips.

In a customer-centric dealer’s perspective, a customer app is the right channel to remain constantly and directly connected to users. Particularly, push notifications can be an efficient engagement tool. Customer profiling and real time collection of personal information represent a key activity in adopting new business strategies.

A fronte di queste opportunità, noi abbiamo la soluzione giusta per te e per il tuo successo in termini di engagement dei tuoi clienti, awareness del brand e miglioramento dei processi di post-vendita.

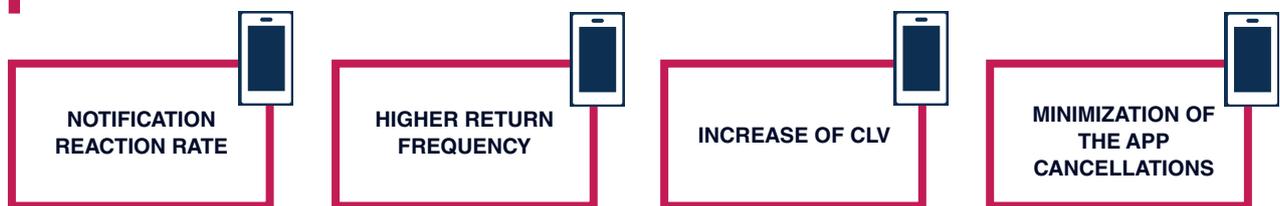
In view of such opportunities, we have the suitable solution for your success in terms of customer engagement, brand awareness and after-sales processes improvement. The solution “All in one” gathers together in one application the search functions and choice of the vehicles on sales or for rent, after-sales services booking and a direct communication channel with the dealership of the group. The DDC is tightly close to customers, since it allows to profile them and send segmented push notifications to create engagement, interest and retention. Collecting real-time information, helps to improve after-sales processes (for example, collecting documents from a single customer will allow you to send you a notification reminding the next car inspection). Additionally, the customized application is a good instrument to increase your brand awareness and popularity.



Available features

The DD Customer App has a modular structure, to compose and customize according to your preferences. It can be perfectly integrated to the Digital Dealer Signature module available on our Digital Dealer Platform.

KPI's



CLV (Customer Life Time Value): measures predictable profits based on brand-customer relationship, according to buying behaviors. It estimates the future earnings generated by each customer considering some variables such as: abandonment rate, return rate and discount rate for future income actualization. (Marketing Freaks.com).

KEY BENEFITS

GREATER CUSTOMER LOYALTY AND ENGAGEMENT

- Number of app downloads and registrations of new profiles
- Calculation of the conversion rate to the inputs-to-action given (rental, bookings for services)
- Studies on customers' behavior (times, days, frequency of the navigation) and analysis of the interaction level of users with the app to create engaging contents

GREATER BRAND-DEALER RECOGNITION

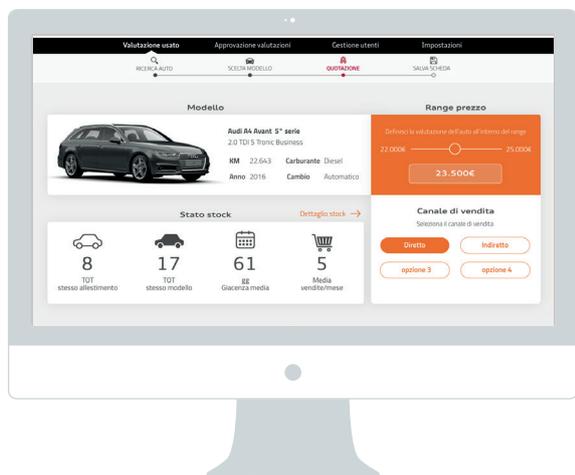
- Customer is more dealer-oriented
- Marketing analysis on brand's mentions and reach (impressions and coverage) generated by the traffic on the app

DIRECT AND PERSONALIZED COMMUNICATION WITH THE CUSTOMER

- Personal data collection, to send segmented push notifications (birthday wishes, deadlines warnings, car inspections...)
- Analysis on the most searched models to acquire in terms of profitability
- Data collection and feedback analysis to constantly improve and customize the offer



DIGITAL DEALER USED VEHICLE



The exchange-vehicles management to boost the opportunities of your used vehicles

Did you know that...

- During the first month of the year, every **100 new cars 187 second-hand cars** are sold
- **48%** of Italians declares they have bought or sold used vehicle in 2018
- In 2019, an increase of **5,1%** in the used vehicles sales has been registered in comparison with January 2018

FROM EVALUATION TO THE ACTUAL SALE. THE MANAGEMENT OF YOUR USED VEHICLES IN ONE CLICK

The market shows an increase in the turnover thanks to an average increase in the cars' prices. Furthermore, the sales number of used or km0 cars coming from rental companies is growing.

The Digital Dealer Used Vehicle is everything you need with just one click. Only one integrated platform which allows you to manage and monitor all your used vehicles, from the evaluation phase to the actual sale.

The accurate analysis on vehicles to exchange and the real time monitoring increase the sales performances and optimize their profitability. The solution is customizable and wholly designed to satisfy your needs. The DDU is a unique solution, it is able to provide you with real time information you need, improving significantly the business performances.



Available features

The Web Application, accessible from both Desktop and mobile, has 4 core features, with modules to be composed according to your preferences:

- 1 - Used vehicles evaluation and collection
- 2 - Localization – vehicle's logistics
- 3 - Monitoring of all management phases
- 4 - Online announcement publishing

KPI's

INVENTORY
TURNOVER STOCK
INDEX

SALES PERSONS'
PERFORMANCE

DEPRECIATION RISK
REDUCTION

MONITORING OF
EVALUATION
PHASES

KEY BENEFITS

IMPROVEMENT OF STOCK MANAGEMENT

- Only one application for stock management
- User Experience improvement
- Data flow and used vehicles management monitoring
- Greatest control on activities progress
- Chain's performances' improvement

IMPROVEMENT ON USED VEHICLES COLLECTION

- Used vehicle's margins maximization
- Greater control of used vehicles collection's process
- Salespersons performances and inefficiencies analysis through Analytics
- Used vehicles collection phase historicization and digitalization



DIGITAL DEALER DIGIDOC



IL PORTFOLIO DI SERVIZI A SUPPORTO DELLA TUA DIGITALIZZAZIONE

Verba volant,
Digidoc manent

Did you know that...

- The digitalization of a paper document makes you save between €7,50 and €11
- A digital document is not subject to deterioration
- With dematerialization, searching and consulting times are reduced from 37 minutes for a hardcopy document to few minutes for a digital one
- 50% of the greatest players make profit using strategic data

In the digital era, dealers need more and more management tools able to simplify their job and to make them save time and money.

A greater part of such savings for a dealer, may be obtained through the digital management of the supporting processes to the core ones, exploiting the outsourcing logics and the new trend towards dematerialization.

Thanks to its 30 years of expertise, together with a unique portfolio in terms of data center, products and skills, Engineering makes a whole family of specific services for digital development and documentation management available: DIGIDOC.

Digital Dealer Digidoc proposes in one solution 3 families of corporate document management: account payables, sales contracts, account receivables. The aim is to make the process of managing financial documents more performing, exploiting digital conservation tools to dematerialize hardcopies. Such features are visible to enabled users on a single portal. Users can deal with all the documents and contracts generated by activities that involve customers.



Available features

New 2019 Digidoc services:

Advanced electronic signature: paperless processes such as digital signature, graphometric signature, one-time password.

Sorting orders center: electronic order from and public administrations

Blockchain: Privacy consensus (GDPR) and conservation of IT evidence.

KPI's

DOCUMENTS'
TRUTHFULNESS AND
SAFETY

PHYSICAL ARCHIVE
SPACE OPTIMIZATION

EFFICIENCY IN BACK
OFFICE PROCESSES

MISTAKES AND
ANOMALIES
MINIMIZATION

KEY BENEFITS

DIGITALIZATION OF THE INVOICE MANAGEMENT PROCESS

- Production times reduction
- Production mistakes minimization

FIRMA ELETTRONICA AUTOMATICA E MASSIVA

- Signature process acceleration
- Customer facilitation

GESTIONE DELLA DOCUMENTAZIONE

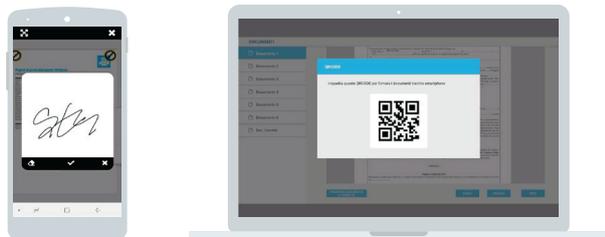
- Documents' research facilitation
- Archiving costs reduction
- Sending documents and receiving processes acceleration

SEGNALAZIONE DELLE ANOMALIE E DEI RESPINGIMENTI

- Documents' evolution monitoring
- Immediate intervention in case of anomalies
- Recurring mistakes correction



DIGITAL DEALER SIGNATURE



**INTEGRITY, AUTENTICITY AND SAFETY...
LET ME SIGN NOW!**

**The first steps to develop
a long-lasting relationship with customers,
starting from the signing moment**

In the current scenario dealers have to deal with dematerialization and digitalization. Paper documentation is nowadays an obsolete practice. Additionally, collecting signatures for contracts acceptance requires specific measures to guarantee safety and simplicity. In order to be valuable, documents need to be integer and authentic. For this reason, it is important to match data and documents with the right holders. It is not rare that digital documents in companies could not be attributed to customers unambiguously.

**The first steps to develop a long-lasting relationship with customers,
starting from the signing moment**

Lo sapevi che...

- On average, the total production, signing and management costs of a hardcopy document is around **€ 0,09**
- **2.800.000** signed documents pages to be printed correspond to approximately 35 trees
- From May 2014 to July 2015, the number of digital signatures dispensed has determined more than **50%** increase, triggering the expansion of this trend



Available features

The DDS allows the digital collection of the customers' signatures and it ensures its safekeeping. The process can be used to collect customers signature on all the corporate documents and contracts. It also allows the signer to understand how his data are managed. It asks for authorization to use and process personal details contained in the document. Thanks to the modular structure of the Platform, the Signature module can easily match with the DDC (Digital Customer App and to the DDD Digidoc).

KPI's

**MISTAKES AND
FRAUDS
MINIMIZATION**

**REDUCTION OF
TIMING TO MANAGE
DOCUMENTS AND
PROCEDURES**

**COST SAVINGS
ON PAPER AND
ARCHIVE**

**BETTER
SIGNATURE-HOLDER
IDENTIFICATION**

KEY BENEFITS

BETTER MANAGEMENT OF STORED DOCUMENTS

- Less paper consumption and waste
- Management costs reduction (paper, tasks.)
- Direct identification of the documents' signer
- Documentary process slimming

GREATEST SAFETY

- Illegal procedures risks minimization
- Frauds minimization
- Precautionary check of documents (certificate application)
- The signed document is directly sent through app or email

