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# ONED DEALER

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## TEST-DRIVE THE NEW AUTOMOTIVE RETAIL CLOUD PLATFORM

October 20<sup>th</sup> 2016 – Sergio MACCOTTA – Group CEO

# CAR BUYERS MORE CAUTIOUS



**GR Passenger car market is -70,8%  
compared to 2000-2009 average**

Source: AMVIR 8/2016



**New GR car market fell -6,6% in August**

Source: AMVIR 8/2016



**1 out of 10 UK buyers delays or downgrades  
purchase following Britain's vote to leave EU**

Source: Auto Trader



# CHANGING ECO SYSTEM



Mobile apps and innovation



Provide customers with a dedicated and exclusive customer service



Improve communication among driver, OEM and its dealership network



Increase sales of vehicles, accessories and spare parts



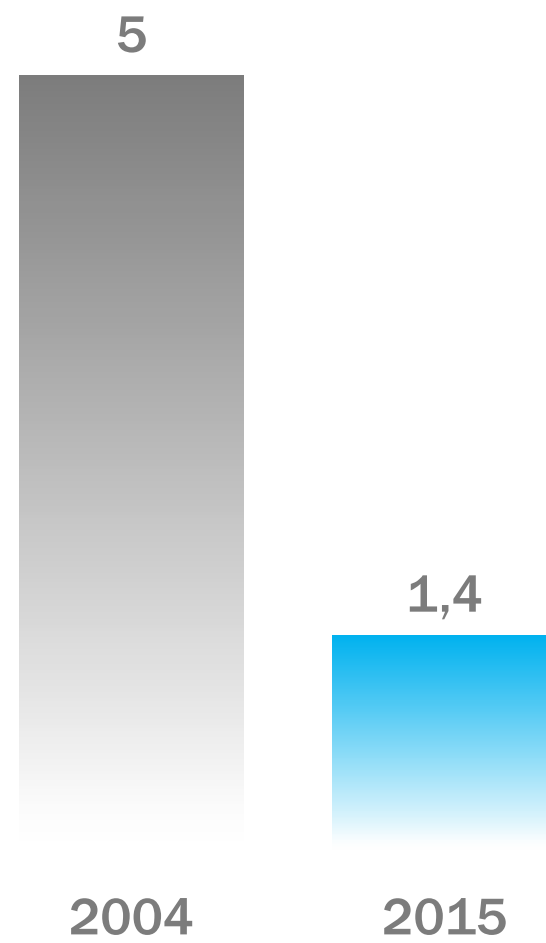
Make owning and driving a car as secure as possible



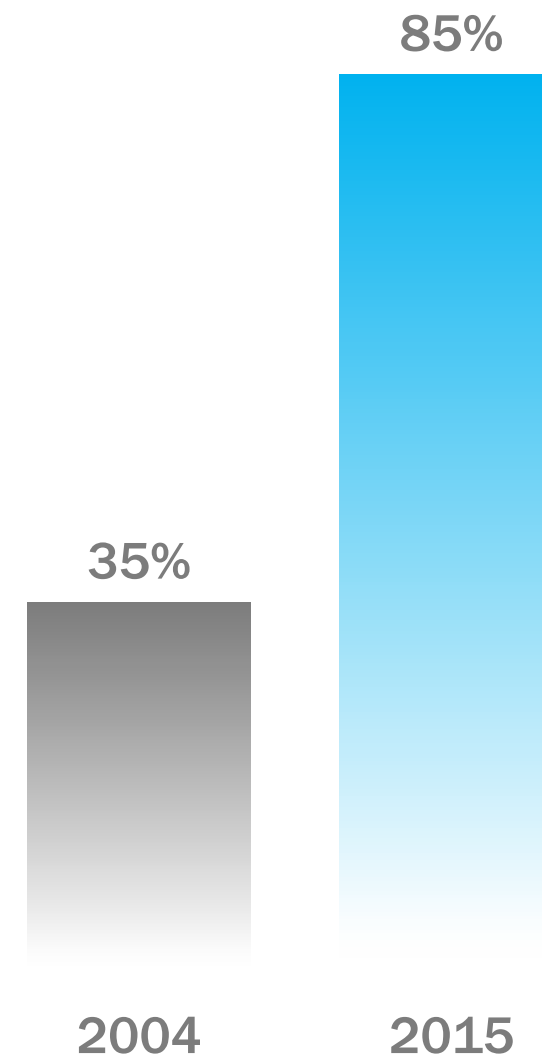


# CAR SELLING BEHAVIOR IS CHANGING

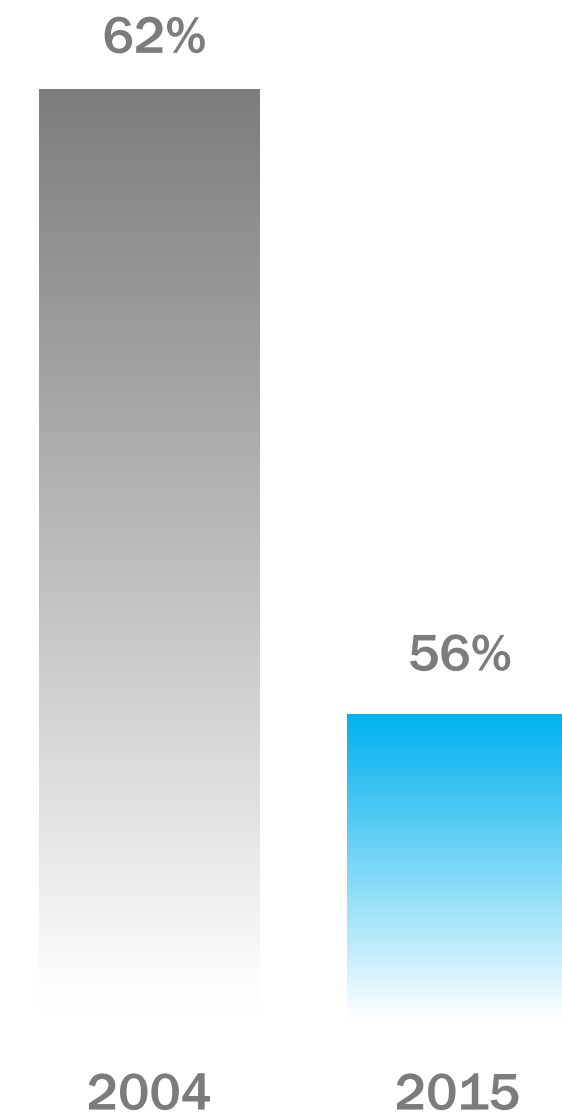
VISITS BEFORE BUYING



ONLINE INFORMATION



TEST DRIVE





# TO SELL A CAR IS ALL ABOUT USER EXPERIENCE

**The car will become the most powerful mobile gadget in the future**

Source: Gartner – CES 2015



# AUTOMOTIVE CLOUD SOLUTION

## Car Manufacturer - OEM



System API, Big  
data, analytics  
POWERED BY SAP BO

## Connected car



## AUTOMOTIVE CLOUD

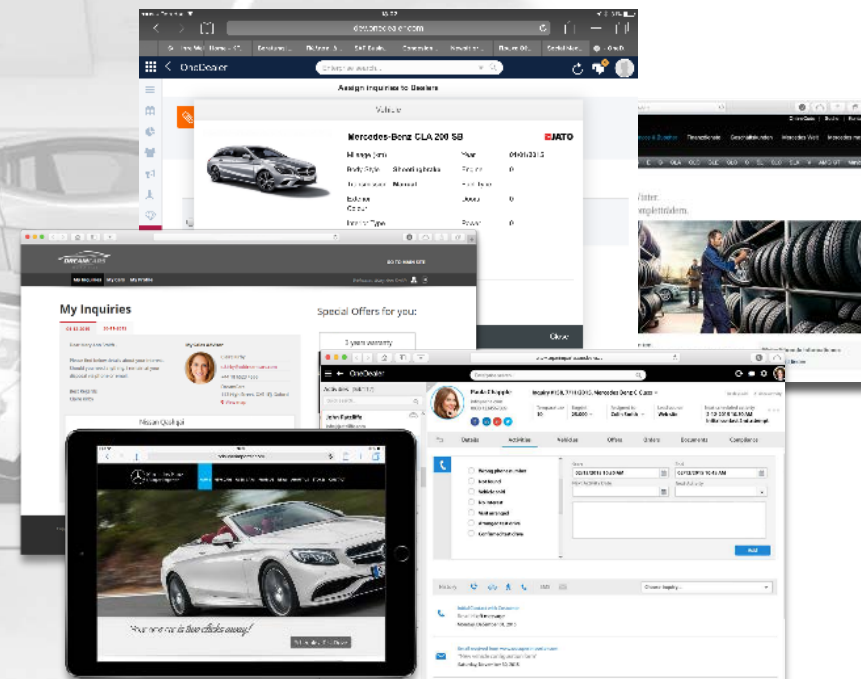
POWERED BY SAP HANA

## Car Driver

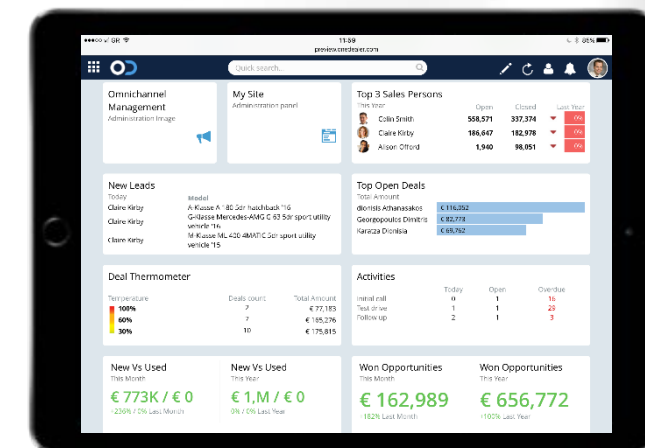


Social media

Omni Channel  
Digital Presence  
POWERED BY SAP HANA



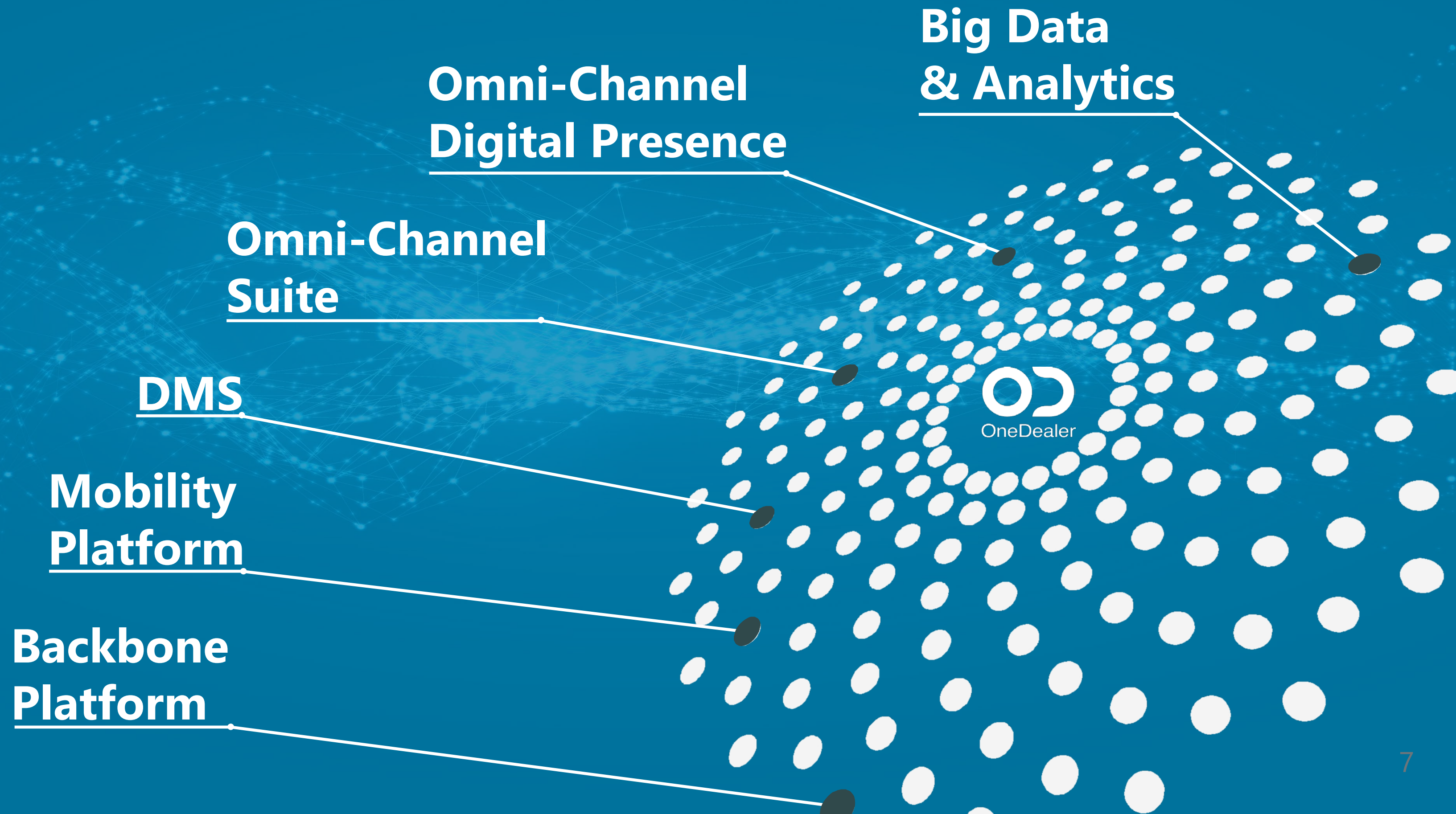
## Car Dealer



Sales&Leads,  
DMS  
BASED ON SAP B1



# ONE PLATFORM ... FOR ANY NEEDS





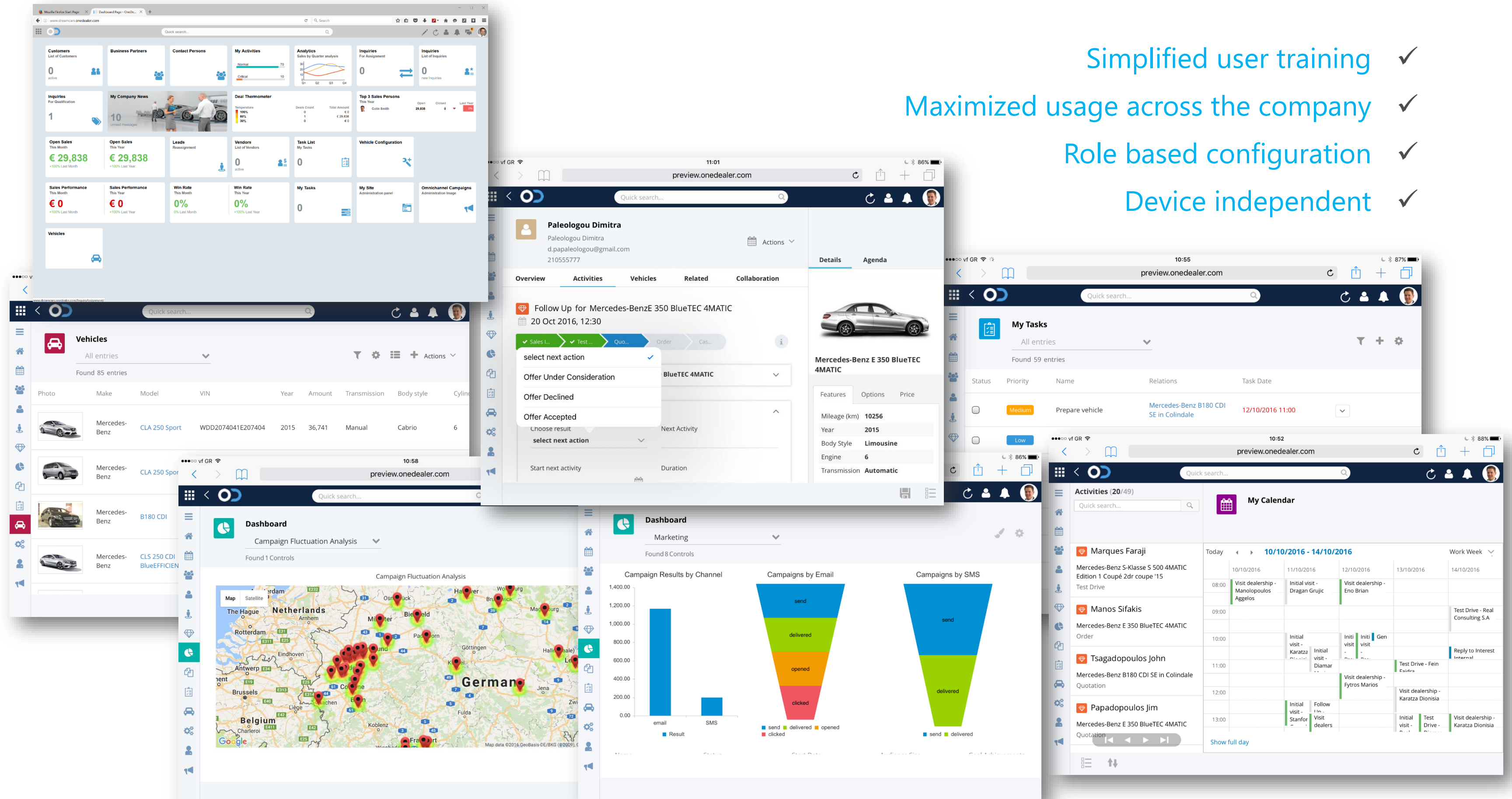
# SIMPLE AND INTUITIVE UI

Simplified user training ✓

Maximized usage across the company ✓

Role based configuration ✓

Device independent ✓



The collage displays several key features of the OneDealer interface:

- Dashboard:** A comprehensive overview with widgets for Customers (0 active), Business Partners, Contact Persons, My Activities, Analytics (Sales by Quarter), Inquiries (0 new), Open Sales (€ 29,838), Sales Performance (€ 0), Win Rate (0%), and Vehicles.
- Vehicles:** A list of vehicles with columns for Photo, Make, Model, VIN, Year, Amount, Transmission, Body style, and Cylinders. It shows 85 entries found.
- Vehicle Details:** A detailed view of a Mercedes-Benz E 350 BlueTEC 4MATIC, including its features (Mileage: 10256 km, Year: 2015, Body Style: Limousine, Engine: 6, Transmission: Automatic) and a list of tasks (e.g., Prepare vehicle, Mercedes-Benz B180 CDI SE in Colindale).
- Marketing Dashboard:** A section for Campaign Fluctuation Analysis, showing a map of the Netherlands and Germany with campaign locations, and funnel charts for Campaign Results by Channel (email, SMS), Campaigns by Email (send, delivered, opened, clicked), and Campaigns by SMS (send, delivered).
- My Tasks:** A task management interface showing 59 entries with columns for Status, Priority, Name, Relations, and Task Date.
- My Calendar:** A calendar view for the week of 10/10/2016 to 14/10/2016, showing various activities like 'Visit dealership - Manolopoulos Aggelos', 'Initial visit - Dragan Grujic', and 'Test Drive - Real Consulting S.A'.



# ONE DEALER SOLUTION MAP



## DMS Components

### OEM Interfacing

OneDealer OEM system interfacing and configurator

### DMS Sales, After Sales and Spare parts

Sales Service and Spare parts

### DMS Finance and Administration

Back Office management for dealers

## Omni Channel Digital Presence

### My Site

Central & hierarchical Web Site Management

### My Shop

Central & hierarchical B2B/B2C Web-shop Management

### My account

Personalized Microsite for Leads and customers

## Mobility Platform

### Sales and Lead Management

OneDealer

### After Sales Management

OneDealer

### Dealer Mobility

Customer App for Retail

### OneDealer Mobile

Connected car Platform

## Omni Channel Suite

### Market Place

B2B for used cars for Dealers

### Campaign Management

Marketing, Sales and After Sales

### Sales and Lead Management

Vehicles Sales and Lead Management  
Service Sales and Lead management

### Vehicle Configurator

Dealer branded, web based

## Big Data & Analytics

### OneDealer Analytics

Reporting and Management Support System

## SAP Backbone Platform

### OneDealer Backbone

SAP HANA  
SAP Business One

## Cloud Services

### Mobile Device Management

### Office 365

### COLLABORATION Platform

### Cloud Infrastructure

# PHILOSOPHY FOR A NEW CAR DEALER IT WORLD

## ACTUAL WORLD

IT multiple solutions landscape with high complexity but little usage within dealership

High Total Cost of Ownership (TCO)

Best of breed from IT specialists in isolation from market requirements

Based on different platforms requiring dedicated interfacing

Complex usage, not user friendly

Hard coded processes and reporting

Developed in a decade when mobile was science fiction

## ONEDEALER

Simple, Integrated and Developed for the needs of a dealership; and nothing more!

Lower TCO thanks to a unified Auto dedicated Platform and pre-customized approach based on best practices

Developed from IT and field experts together with Mercedes Benz dealership experts

Software based on recognized market standards and SAP HANA and SAP BusinessOne platforms

Simple user interface, easy to use, easy to learn

Workflow oriented, individual configurable and flexible





Developed for the presence and future world (cloud, big data) with no challenge to migrate old technology



# OMNI CHANNEL SUITE - DIGITAL PRESENCE



## KEY BENEFITS

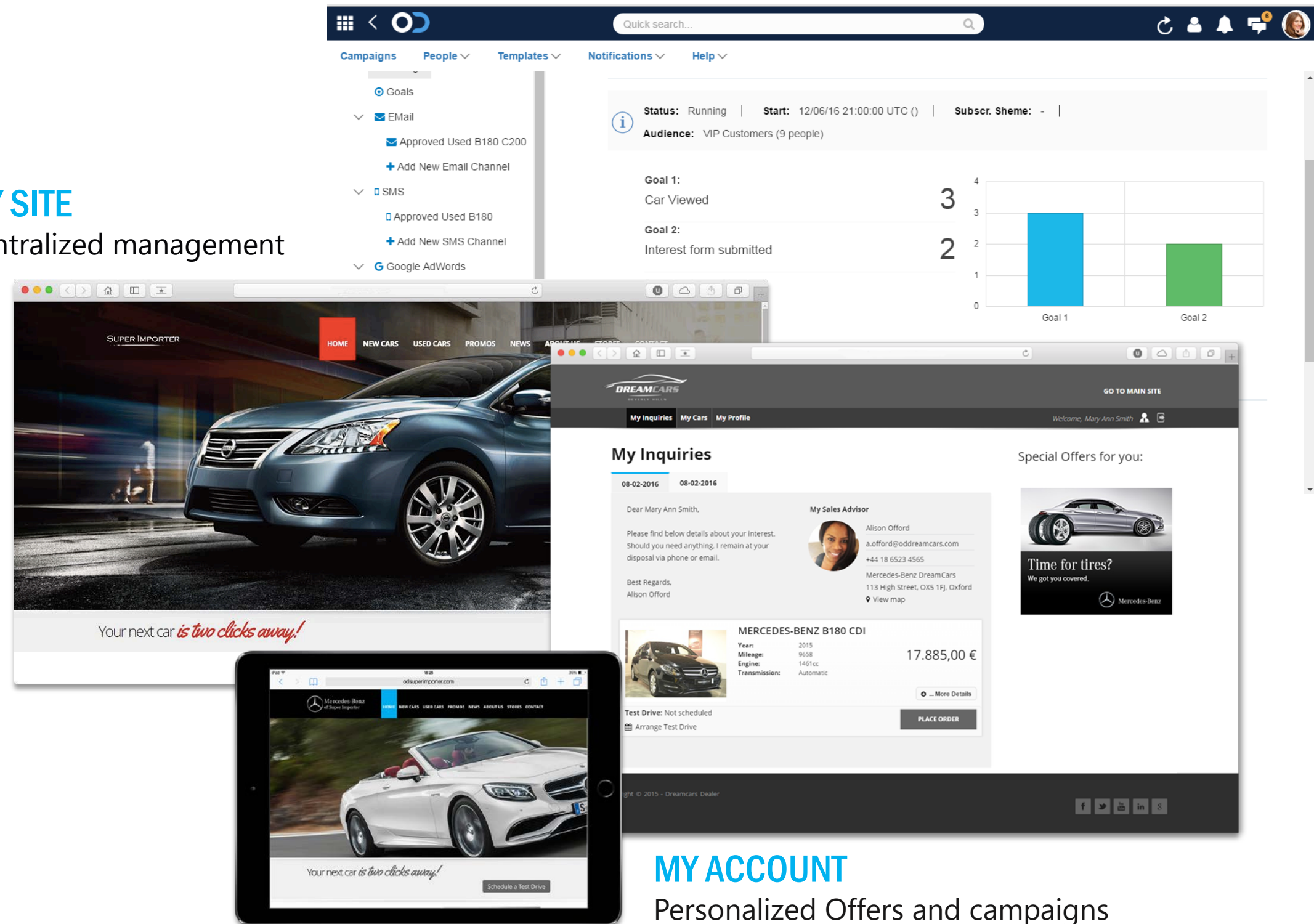
-  100% Web enabled (any device)
-  Increasing Marketing and Sales efficiency
-  Customer Loyalty and happiness
-  Increase B2C Revenue

## OMNICHANNEL CAMPAINGS

One Message – Multiple channels

## MY SITE

Centralized management







The image displays the OneDealer digital presence suite. At the top, a dashboard titled 'MY SITE' shows campaign management options like Goals, Email, SMS, and Google AdWords. It also displays campaign status (Running), start date (12/06/16), and audience (VIP Customers). A bar chart shows progress for Goal 1 (Car Viewed) and Goal 2 (Interest form submitted). Below the dashboard, three overlapping screenshots show the user's website: a desktop view of a car dealership homepage with a blue sedan, a tablet view of a car listing for a Mercedes-Benz B180 CDI, and a mobile view of a personalized offer for a Mercedes-Benz B180 CDI. The mobile view includes details like year (2015), mileage (9658), engine (1461cc), and price (17,885,00 €).

## MY ACCOUNT




Personalized Offers and campaigns


# OMNI CHANNEL SUITE – CAMPAIGNS MANAGEMENT

## KEY BENEFITS

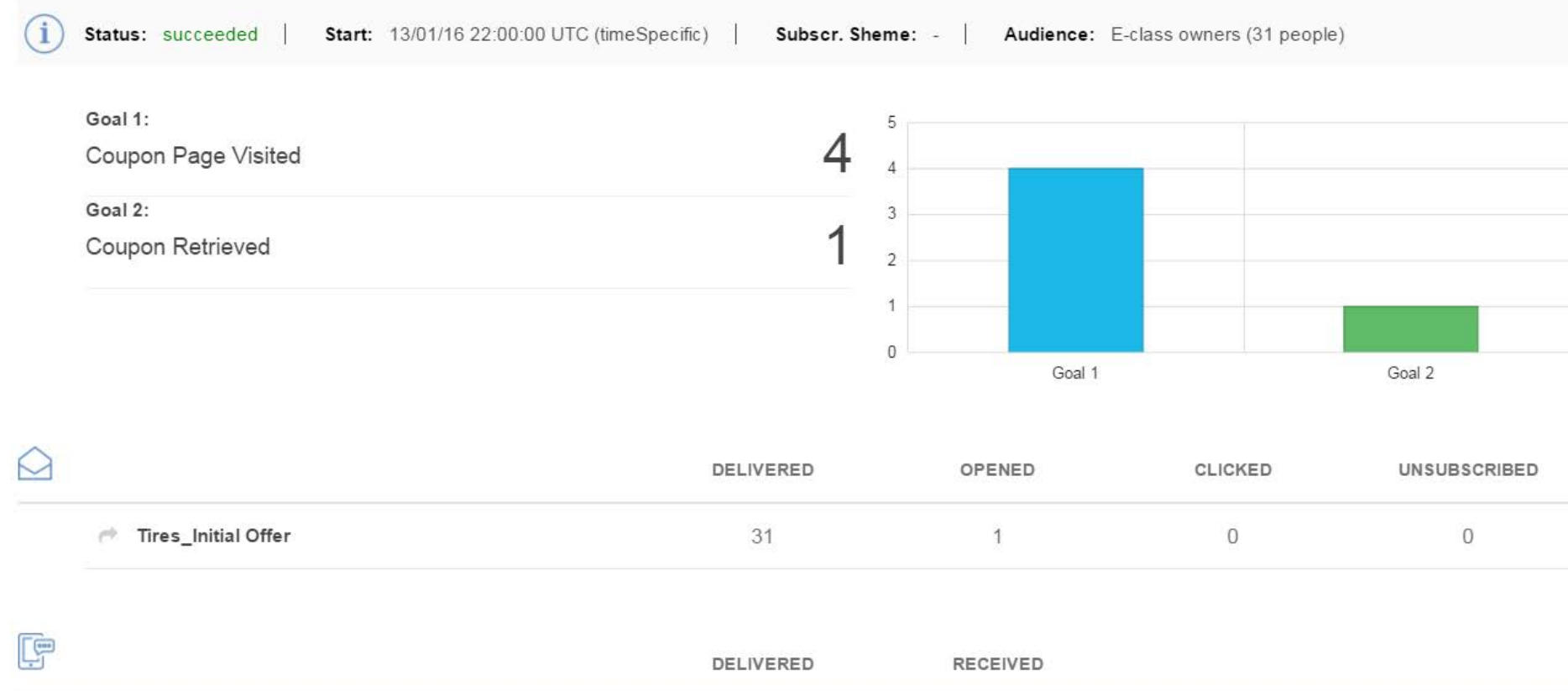
-  Personalized messages at personalized moments
-  Live monitoring
-  Audiences build with dynamic rules
-  Perpetual campaigns based on user / vehicle attributes

## FUNCTIONAL HIGHLIGHTS

-  100% Web enabled (any device)
-  Centrally managed campaigns
-  Across any channel: FB, SMS, Google, Email, Regular mail etc.

| Campaigns  | People  | Templates  | Notifications | Help |
|--|---|------------|---------------|------|
| <div>  <b>Campaigns</b><br/>           Total Records 6         </div> |   |            |               |      |
| Code   | Name  | Start Date |               |      |
| 2  | Approved Used                                     | 07/04/2016 |               |      |
| 1  | Tires change for e-class owners - Discount Coupon | 01/04/2016 |               |      |
| 3  | New SLC model - Test-drive                        | 01/04/2016 |               |      |

### CAMPAIGN AT A GLANCE





# NO HEADACHES ANYMORE



Your Customer always connected



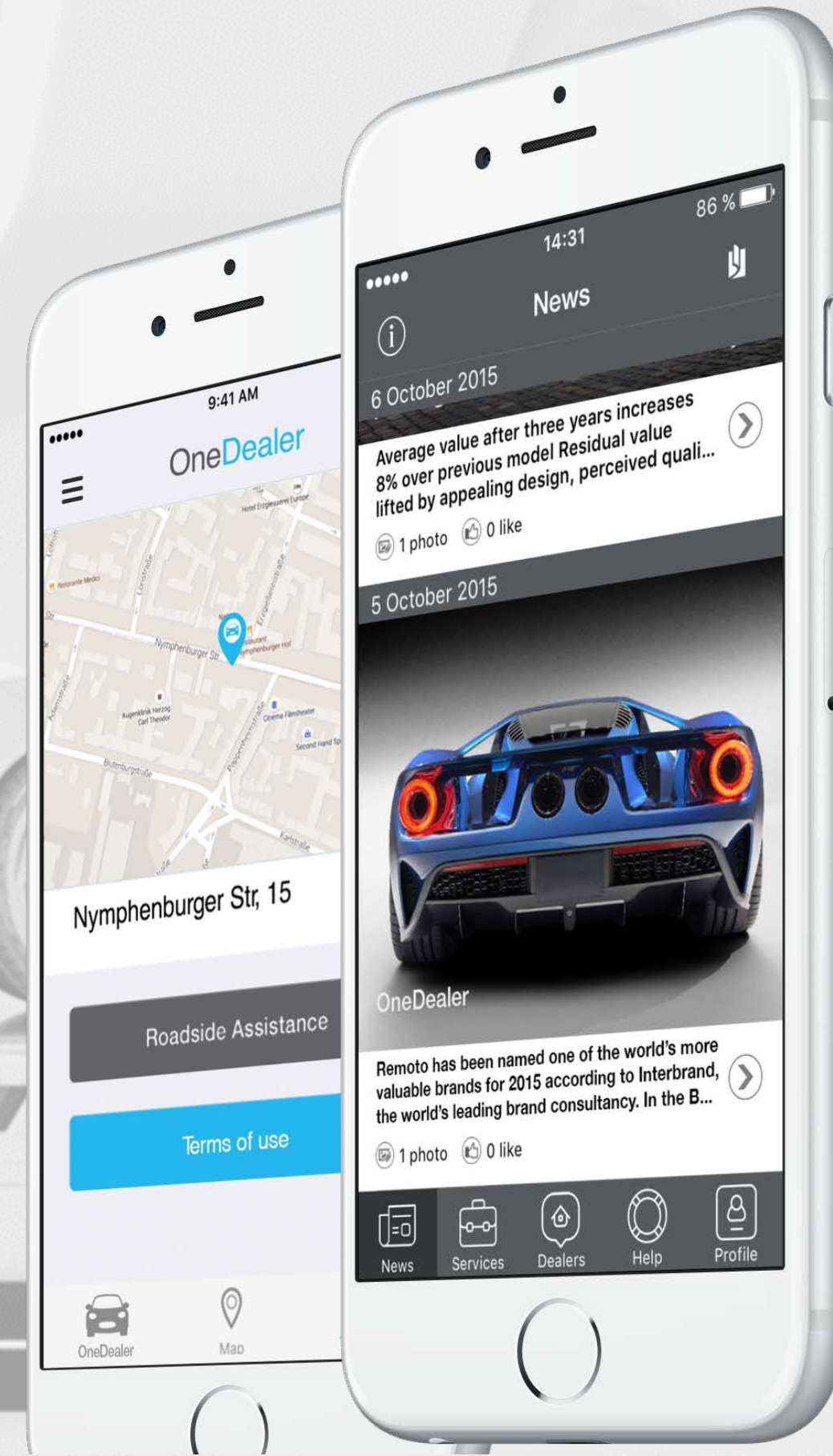
Up to dated information about dealerships: phone numbers, working hours, current offers, addresses, and navigation tips



Get real-time service notifications based on mileage and car usage time

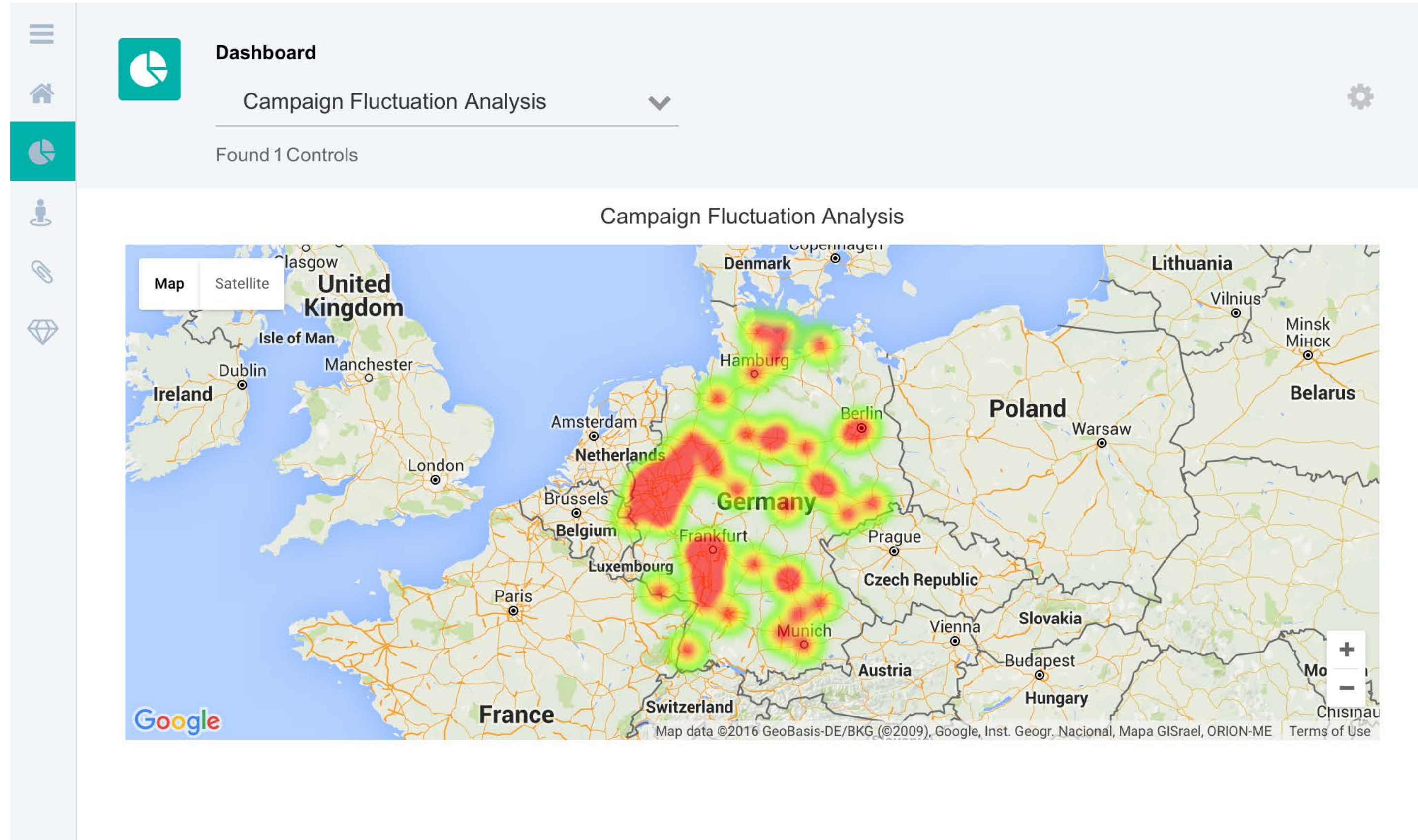


Staying informed about the privileges provided under the loyalty program





# REAL TIME DATA AND ANALYTICS





# MARKETING ADVANTAGE



Innovative services, campaigns and promotions in real time



Make the most accurate high-conversion offers based on Frequency Maps at the right moment

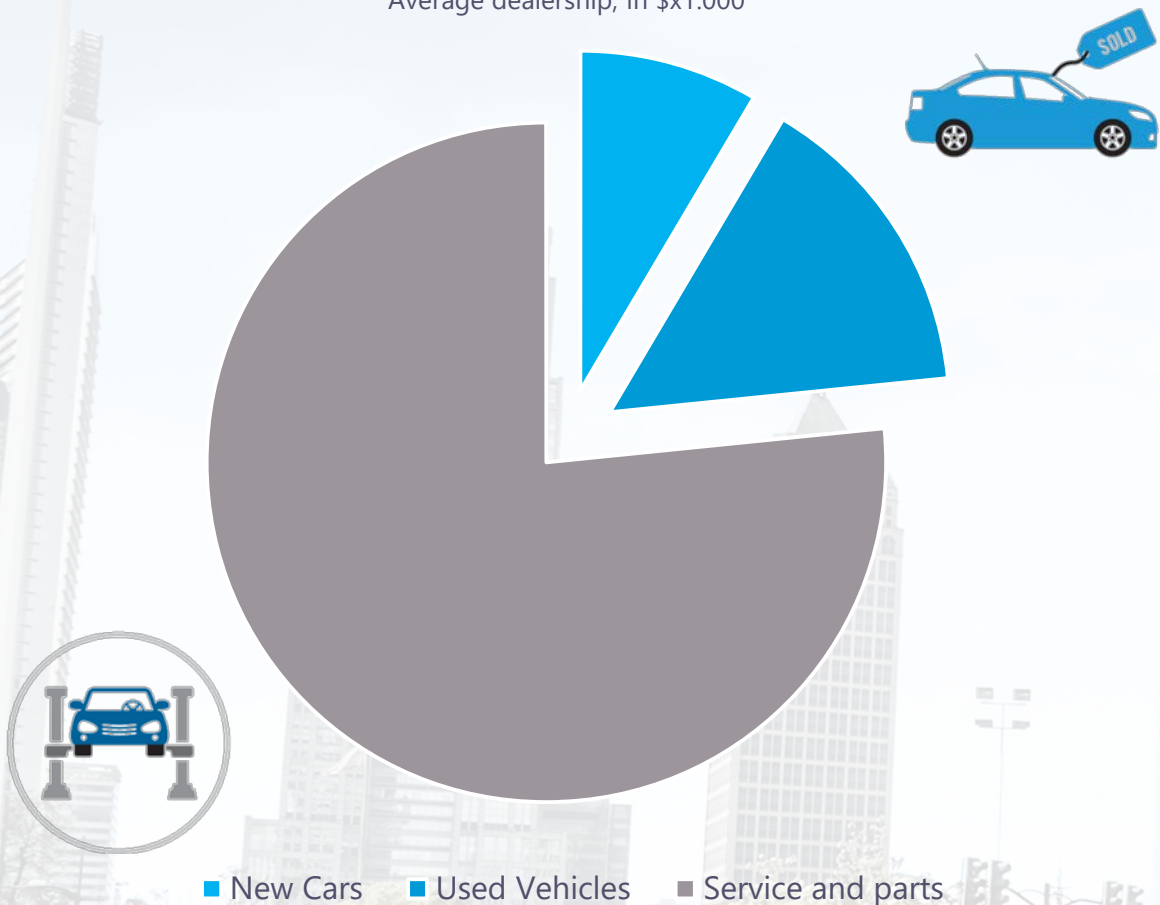
- Predict specific vehicle malfunctions by extrapolating driving patterns
- Offer accessories relevant to the customer's climatic zone, rhythm of life and driving style





# THE IMPORTANCE OF CUSTOMER CARE

Department net profit  
Average dealership, in \$x1,000



- More than ¾ of net profit come from after sales relationships ☐
- Sales of new and used vehicles have been shrinking over the past 3 years ☐
- Economy uncertainty makes drivers more cautious about their investments ☐
- Proactive care and maintenance is increasing ☐
- Customer churn becomes easier on older vehicles and undermines brand ☐

| (\$x1,000)        | 2013 | 2014 | 2015 | CAGR |
|-------------------|------|------|------|------|
| New Cars          | 55   | 50   | 40   | -15% |
| Used Vehicles     | 130  | 125  | 70   | -27% |
| Service and parts | 320  | 345  | 360  | 6%   |

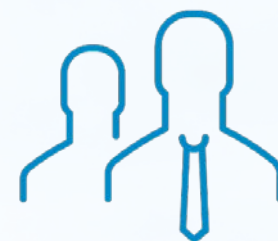
Source: NADA Industry Analysis Division 2016



# ONEDEALER TODAY



**200+**  
man\_years of  
development



**70+**  
development  
resources



Direct Presence  
in Greece, Germany,  
Austria and UAE



**4+**  
SI Partners  
already  
collaborating



**12%+**  
Share of revenues  
invested in R&D



Solution  
Development

Solution  
Support

Branding and  
Market Dev

Partner  
Management



Development  
Partners

Sales

Professional  
Services

Help Desk



# RC SAP COMPETENCE

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SAP Business Suite  
Expertise Working  
with lead industry  
players since 20 years

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SAP Platinum  
Partner

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Member of "united  
VARs" a global SAP  
partner network

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Largest OEM "SAP  
Business One" contract  
world-wide

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"Top SAP OEM  
EMEA" for 2015

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Finalist in the 2015 SAP Pinnacle  
Award (OEM category)  
One of the 3 best SAP OEM partners  
all over the world  
for the "Car Dealer Solution"  
idea and innovation



**SAP®** Certified  
Partner Center of Expertise

**SAP®** Recognized Expertise  
in Business Intelligence



Real Consulting Receives SAP® EMEA Partner Excellence Award 2015  
in the Category "Top OEM"

*Award Highlights Real Consulting's Outstanding Performance and  
Commitment to Its Partnership With SAP and Customer Success*



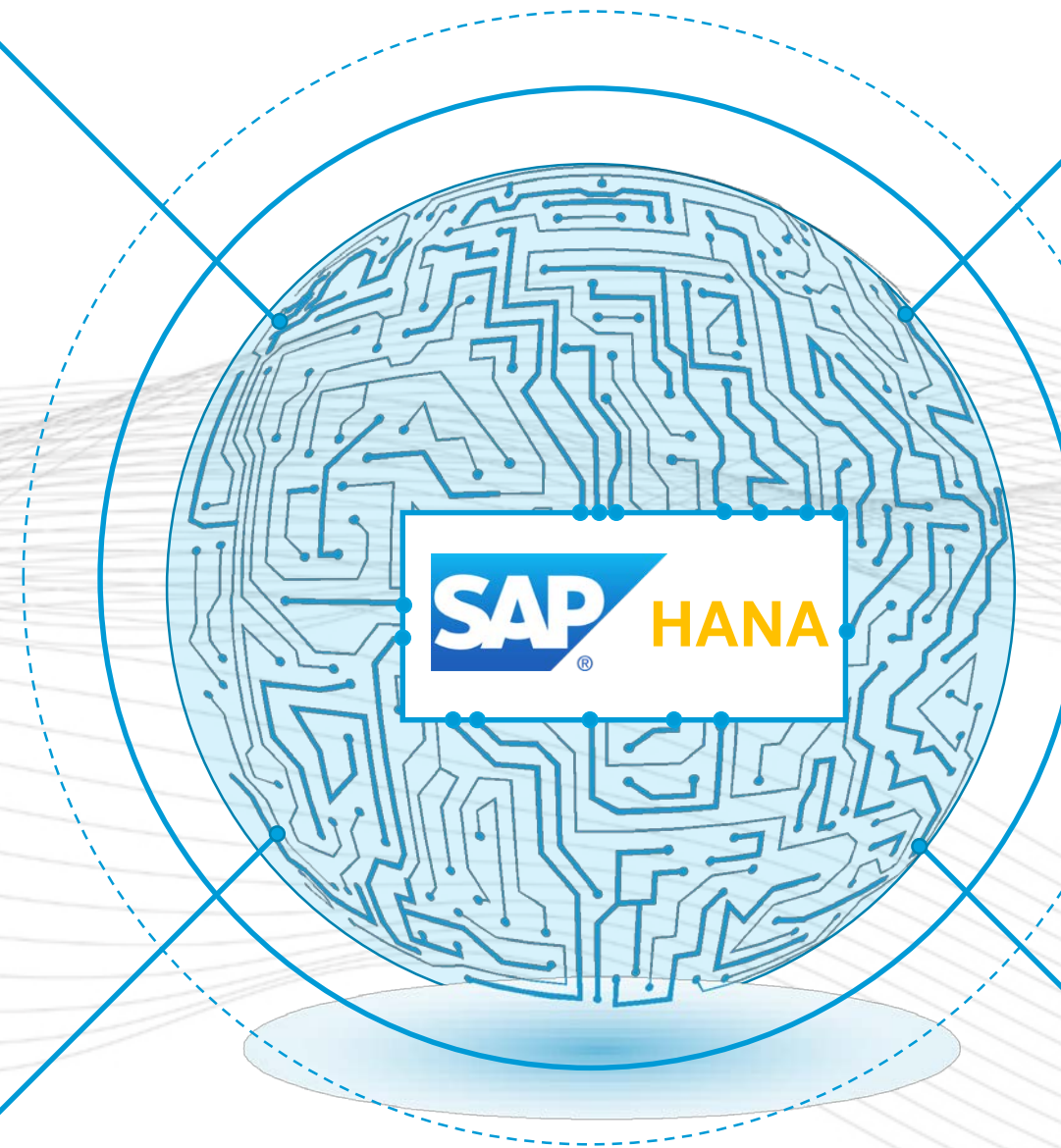
# ONEDEALER DIGITAL CORE POWERED BY SAP HANA

Open integration and modular structure allow faster adoption

Maximize sales through a single fully integrated Customer view

Big Data and Internet of Cars

Decision Support and KPI monitoring to increase efficiency





# ONEDEALER PARTNER PROGRAM

Inspired by SAP Partner Edge™ Program



“ONE program for all our partners across multiple engagement models”

“Motivates & rewards partners for delivering superior competence and customer experience”



## Coverage

Recruitment  
Quality  
Commit



## Recruit

United VARs  
8 partners  
D, ES, IT, TR, A,  
BL, CZ, UK



## Enablement

Sales  
Solution  
Support

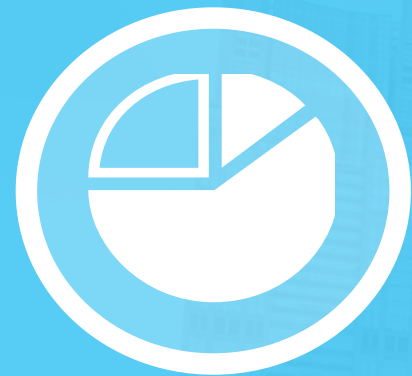


## Certification

Resell  
Service  
References



# THE 5 THINGS WE ARE FOCUSING RIGHT NOW!



Solution  
Readiness



Market  
Awareness



Customer  
References



Service  
Coverage



Partner  
Enablement



Be a Number One



# THANK YOU!

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