



Your Path to the Digital Imperative

**“We, at OneDealer,
are fully committed
to help our Customers
embrace Innovation
and Transformation
in order to thrive in
today’s Digital Economy”**

A handwritten signature in white ink, appearing to read "Sergio Maccotta", is positioned above the name and title. The signature is fluid and cursive.

Sergio Maccotta - Group CEO

Automotive Digital Imperative

As entire industries are disrupted by bold digital entrants and new business models, where everything is connected and Big Data and IoT are transforming our lives, more and more companies are at risk of extinction.

Digital strategy and transformation must therefore be a top priority of the CEO and senior management to address consumer needs and secure growth. This Technology change is creating new opportunities and also exposing to new threats. Cycle time for innovation shrinks, being today 5-10x faster than in the past decade, and enterprises can no longer compete unless complexity is reduced, business is reinvented and real-time data driven reaction become the way to generate value to customers and shareholders.

With OneDealer™, and its Cloud Digital Core powered by SAP HANA, Customers can harness the power of Digitalization, IoT and Big Data to provide retail Customers with a superior experience, whilst enabling Dealerships to manage their business more effectively.

The future is here with OneDealer™: the new generation Automotive Retail Platform designed to seamlessly drive your business transformation through the Digital era. The OneDealer Cloud Digital Core brings innovation and simplicity to both Dealers and Drivers, while expanding loyalty and interconnectivity among Dealers' business networks, multiple OEMs, connected Cars and their Drivers like never before.

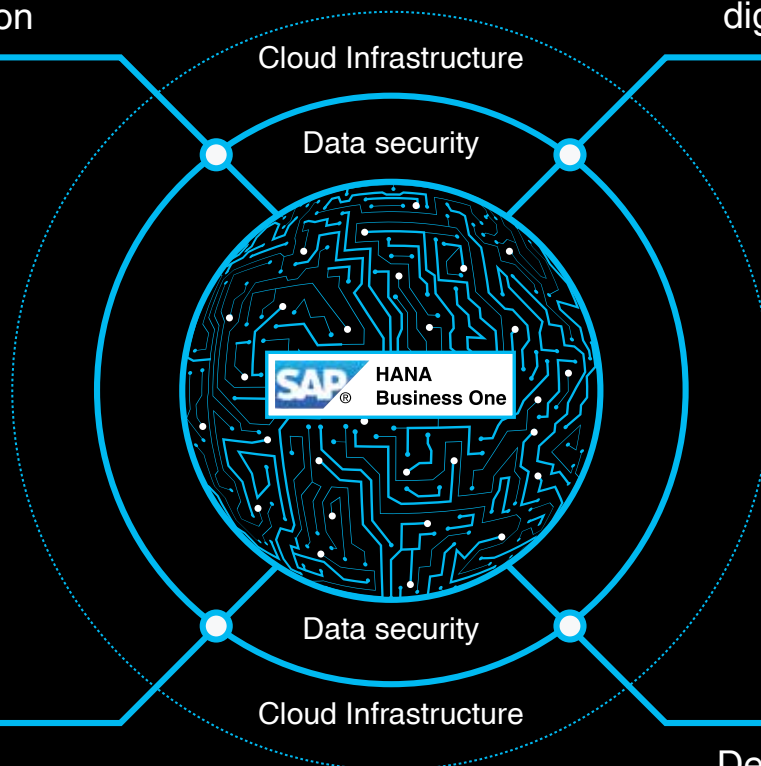
To thrive and stay relevant in the fast evolving automotive dynamics, Dealerships need to rethink business models, business processes and how people work. This requires a breakthrough technology that finally bridges the gap between transactional systems, fast decision making and real-time customer interaction through multi-channel campaigns. To achieve this OneDealer created the most dedicated, comprehensive solution, yet simple to adopt and to use, based on the leading edge technology of SAP HANA and SAP Business One.

Automotive Cloud Digital Core

OneDealer™ Automotive Retail solution is the best example of the pre-configuration flexibility of its Cloud Digital Core, powered by SAP HANA and SAP Business One, enabling Auto Dealerships to make better informed and timelier decisions in today digital economy.

Modular structure and configurability enables faster adoption and seamless integration

Maximize sales through single, fully integrated digital customer view



Big Data and Internet of Cars

Decision support and KPI monitoring to increase team efficiency

21st Century Architecture: Capabilities you need

OneDealer™ powerful components, and its open interfaces, allow to plan adoption accordingly to your immediate business requirements. The scalable approach, based on Public or Private Cloud, or On Premise installation, reduces infrastructure complexity and cost of ownership. The choice is yours!

Live

Business Benefits

Accelerate sales and develop higher levels of Customer engagement and loyalty

Maximize sales through a fully integrated, multi-brand, car configurator

Expanded Customer reach through social media and sentiment analysis

Real-time customer engagement through automatically generated micro sites

Decision support and KPI monitoring to increase operational efficiency



Higher Margins

Real-Time

on the edge

Collaboration and workflow enabled Sales and Lead Management platform

Advanced analytics platform

Internet of Cars provide real-time vehicle data and diagnostics

Simple and Intuitive User Interface and customer App

Integrated Social Media campaigns management

First real-time dealership operations management platform



Lower TCO

IT

Simplification

Mobile access and device independent user interface

Open API, and modular solution structure, safeguard existing infrastructure and allow for faster adoption

Cloud options simplify infrastructure and reduce cost of ownership

Built on SAP HANA and SAP Business One Platforms

Tight data and application security

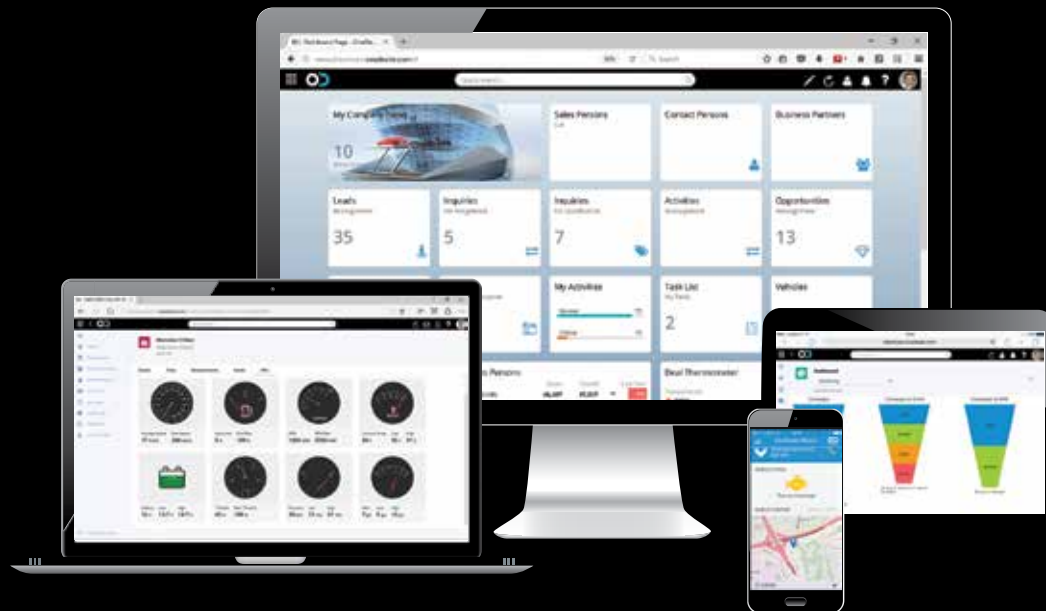


Run Simpler

OneDealer™ Solution Map

OneDealer™ Automotive Retail Platform, powered by SAP HANA and SAP Business One, provides dealerships with:

- Powerful multi-channel marketing and sales force automation to address stronger digital presence, increased visibility and higher sales efficiency
- Comprehensive DMS and analytic platform addressing operational efficiency, industry relations, spare parts and services
- Real time data from burgeoning 'internet-of-cars' and integration with car manufacturers to make faster and better informed decisions and proactively help drivers become safer on the road



Omni-Channel Digital Presence

Omni-Channel Suite

Campaign Management

Marketing, Sales and After Sales

Sales & Lead Management

Vehicles and Services sales and lead management

Online Service Management

Service Package Management, booking, check-in and delivery

Vehicle Configurator

Multi brand, web based and Dealer branded

My Account

Personalized micro-sites for Leads and Customers

My Shop

Centralized & Hierarchical B2B/ B2C web shop management

My Service

Web Service Package booking and management

My Site

Centralized & Hierarchical website management

Big Data & Analytics

OneDealer Analytics

Reporting & Management Support System

DMS Components

Mobility Platform

Sales & Lead management

Customer App and Mobile showroom

Online Service

Booking App and Customer profiling

OEM Interfacing

OneDealer OEM systems interfacing and configurator

DMS Sales, After Sales and Spare parts

Developed by XIOMA Automotive

DMS Finance and Administration

Developed by XIOMA Automotive

Backbone Platform

SAP HANA

SAP Business One

SAP Business Objects

OneDealer Mobile

Connected Car Platform and Retail Customer App

Service Management

Paperless workshop Clients and tablet walk-in App



Why OneDealer™

Whether you start as a new implementation, or want to digitize an existing IT landscape, **OneDealer™** has the right response to accelerate your Digital Transformation and boost your business, no matter which area you seek to improve first. Based on the deep experience of our consultants and Partners, **OneDealer™** offers a modular robust solution portfolio to help you define your best roadmap to Digital and start obtaining benefits already from day one.

From Current State

To Digital

Missing, or traditional CRM approach, often only partially used



Omni-Channel, Customer personalized approach, with double point of view: customer and vehicle. Single database and real time customer instance matching

Reactive customer interaction and high churn rate



Omni-Channel, Customer personalized approach, with double point of view: customer and vehicle. Single database and real time customer instance matching

Complex IT landscape, based on different integrated solutions with separate databases



A single integrated Platform, enhancing end-to-end Dealers' processes, allows for innovation without disruption.
Cloud based

High IT infrastructure costs and support headaches



Lower TCO thanks to pre-customized approach and a unified Auto dedicated Platform, built on the robust SAP Business One and SAP HANA technologies

Manual data maintenance and batch analysis



Simple user interface, available anytime, and on any device, to guide users and accelerate every steps during vehicles sales and maintenance

Customer Engagement

Methodology

No Matter which path you select, OneDealer™ has a structured adoption roadmap, based on four phases to ensure your success:

01. Executive Alignment

Set the direction and expected outcome. Define components adoption roadmap, timeline and governance model.

02. Value Realization

Ensure program delivery is on time and on value using preconfigured processes, dedicated best practices, whilst supporting Customer internal decisions.

03. Data validation and migration

Upload existing history and customer/vehicle data. Socialize final recommendations and empower end-users.

04. Boost the Power of Digital

Our consultants are available to help you embrace Innovation within today's Digital Economy and build more profitable business models by means of leveraging IOT, Big-Data, and the power of Analytics to be a Number One in your business!

Typical Migration Paths

→ **New Customers** ready to embrace Innovation through a complete jump start from legacy to OneDealer™. OneDealer's consulting team, and our selected Channel Partners, will help planning customization and data upload.

→ **Existing Customers** wishing to expand their IT support to business critical areas. OneDealer's modular approach allows for a planned upgrade from any installed landscape and smooth migrations.

→ **Any Customer** looking to thrive through the power of Big Data and Analytics. OneDealer's components for Analytics and Mobility Platforms enable better informed decision making, more powerful Customer insights and, overall, a new business model based on real-time access to their vehicles data.

OneDealer Today



200+

ManYears
of Development



70+

Developers



Direct Presence

in Germany, Greece & UAE

Discover More at:

www.onedealet.com

or visit our premises in:

Germany

Wallerheimer Weg 50-58, 56070 Koblenz

United Arab Emirates

Internet City, Building 16 EO17 73030 Dubai

Greece

44 Kifissias Ave. Maroussi 15125 Athens

Customer Voice

"For the first time, I am very positively surprised from the overall functionality, the flexibility and the high level of integration and usability of an IT system"

Peter Andreas,
Schloz Wöllenstein GmbH & Co. KG – GM

"I'm really looking forward to working with a new solution. I see lot of advantages, especially in process optimization and in minimizing failure costs because of much less multiple data entries"

Michael Reiss,
Schloz Wöllenstein GmbH & Co. KG – CFO

"I work with the solution every day and get my key figures much faster than before."

Sven Wittig,
Branch Manager at BMW Autohaus Melkus

OneDealer is part of Real Consulting Group, a leading SAP and Microsoft Solution Provider, with long lasting Automotive experience. RC Group helps customers adopting innovative solutions to thrive in today's highly competitive markets. Key reasons for the Group's success are the 250+ senior consultants and developers and their extensive Industry experience matured over 14 years of operations and constant success in the international markets. Real Consulting is a member of the SAP United VARs organization and is a SAP Platinum Partner.

