



Global OEM

Used Car Commerce Platform: Enhancement, market roll-outs, operations and support of global SAP Commerce-based platforms

Issue

- German premium OEM automotive company had been using SAP Hybris Commerce for more than 2 years and was looking to enable further market roll-outs, improve the reliability of the B2C and B2B platforms, as well as to lower the costs of operations.
- Due to the highly complex architecture and a plan to introduce the financial products for leasing and financing on B2C platform, along with ambitious rollout plans for B2B platform, N/A has chosen Deloitte Digital to takeover implementation, rollouts and operations of both platforms.

Solution

- Deloitte brought together a senior team living a fully integrated DevOps approach from Q2 2019.
- B2C focus on system stabilization and seven new market roll-outs, enabling the local dealer networks in Korea and Middle East (MEA) to advertise and maintain their used vehicles stock available for sales to the end customers by generating leads.
- B2B focusing on sales to N/A dealers through standard sales and auctions enhanced by implementing the pre-sales process along with the results of the appraisals.
- UX/UI team added in Q4 2019 to structure enhancements for key user journey and propose designs updates of most important elements of both B2C and B2B platforms.

Impact

- Enhanced lead generation process (B2C) and pre-sales, sales and auctioning processes (B2B) enabling up to 100% of local market's used vehicle sales through the platform.
- Detailed vehicle information at a glance leading to reduced effort and complexity in finding the right vehicle for the dealer/end users.
- Reduction of internal sales effort for dealers and local markets.
- Easy maintenance of product stocks and content on dealer's pages.
- Content driven approach: Provide timely and relevant product information to the customers, managed directly by the business and the dealers.