



# Is your automotive business ready for a digital future?

How Annata 365 and Microsoft Dynamics help the automotive industry transform



# Content

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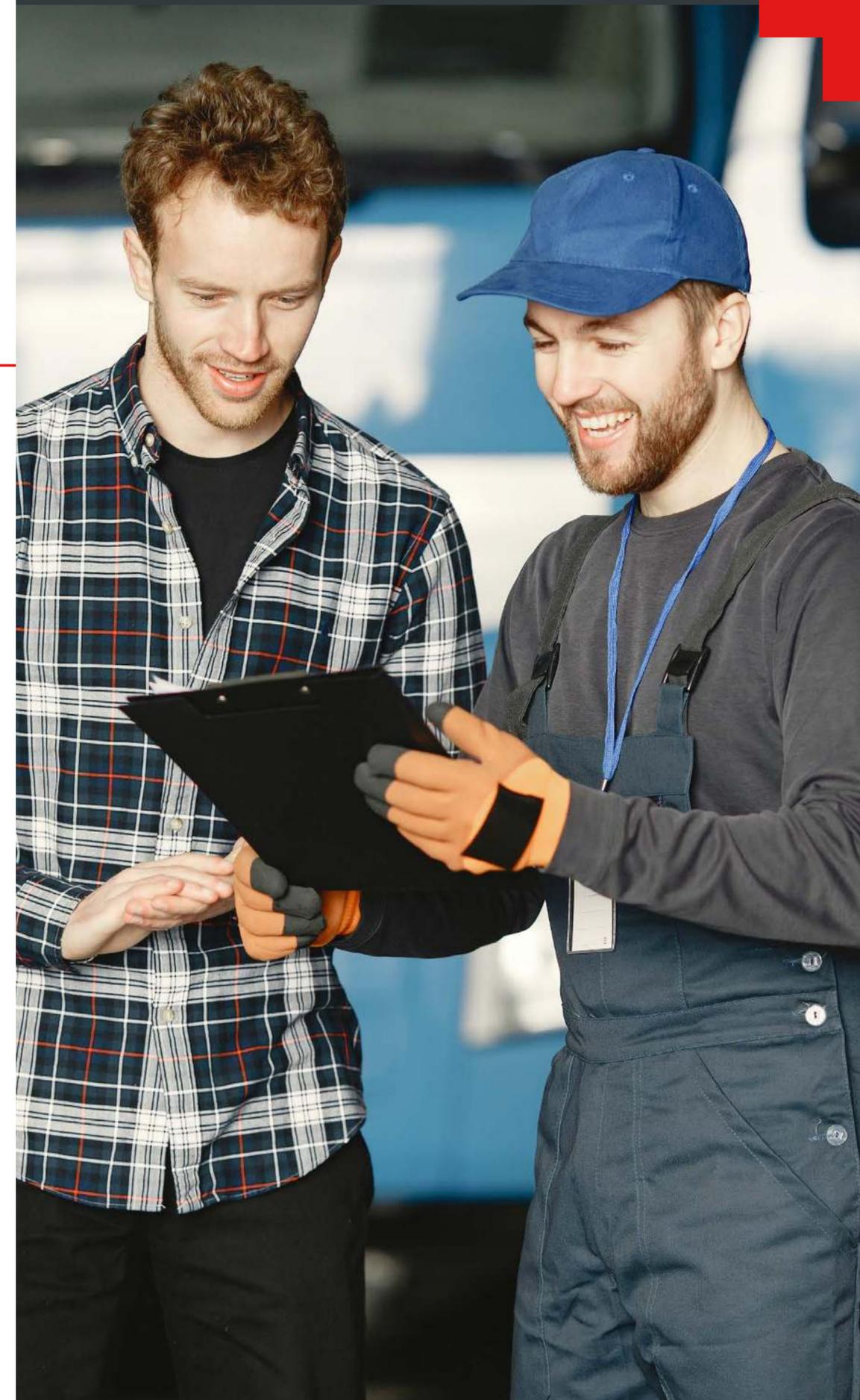
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# In a changing world, automotive businesses must adapt

Businesses today are leveraging digital technologies like cloud computing, artificial intelligence, and the Internet of Things (IoT) to reduce operational costs and increase quality and efficiency. At the same time, they're using Big Data to make smarter decisions. To compete in this rapidly evolving landscape, organizations need to digitally transform their business, but migrating legacy systems can be daunting.

For the automotive industry, organizations not only need to adapt to changing customer demand through direct-to-consumer models, home deliveries, and brand boutiques. They also need to embrace Big Data and cloud computing to process the data from page views, social comments, and third-party interactions to build a more robust view of their customers.

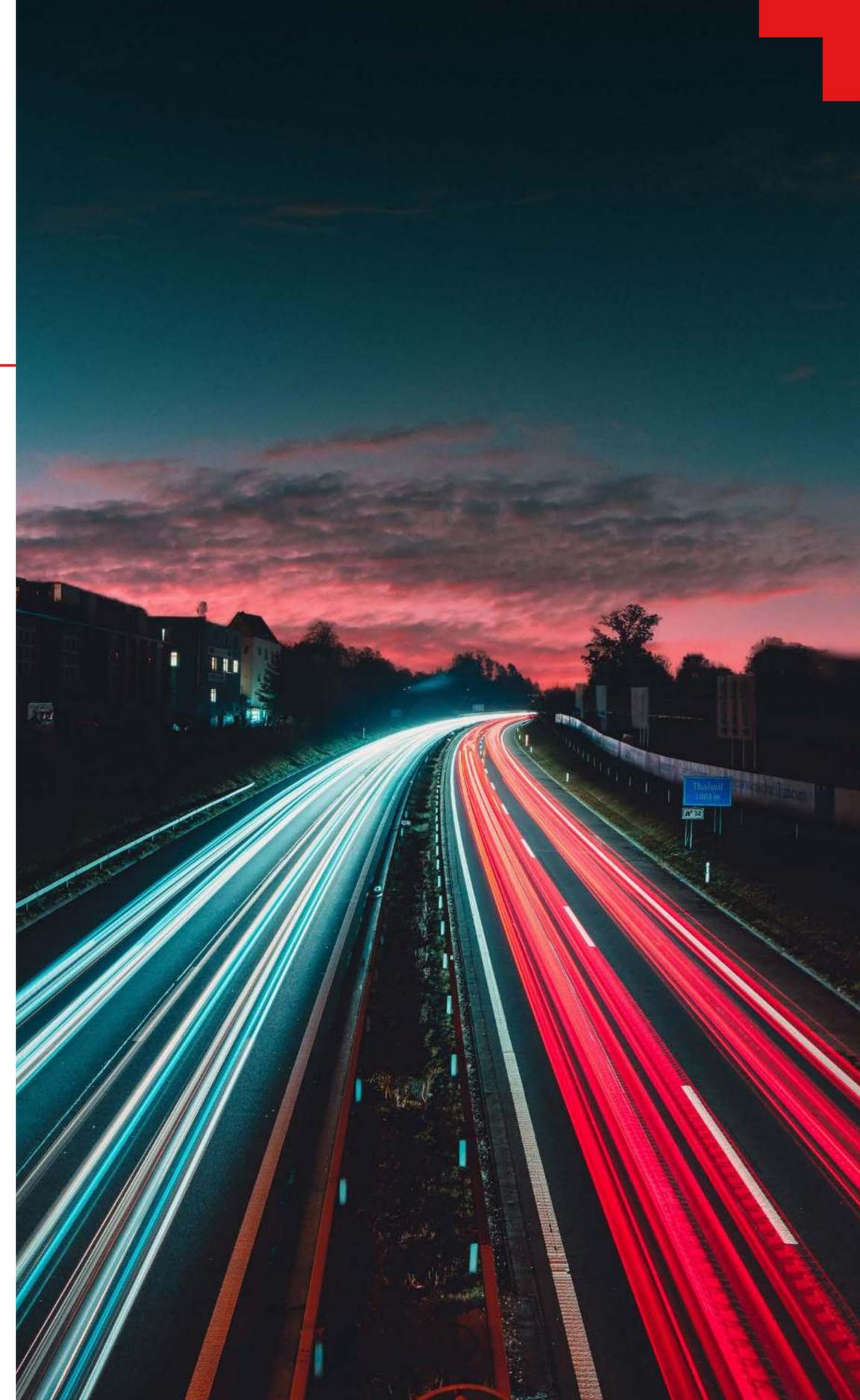


# Annata 365: A solution built for the future of automotive

Annata 365 is a global software vendor that leverages the technological power of **Microsoft Dynamics 365** and provides intuitive business solutions designed specifically for businesses in the automotive industry.

Annata's unified technology solutions are tailor-made to assist automotive manufacturers, distributors, rental companies, and fleet operators to transform existing business processes through cloud-enabling digitization, automation, and advanced analytics with the use of artificial intelligence, IoT technologies, and machine learning.

To illustrate how Annata helps automotive organizations on their transformation journey, we'll walk you through some of our highest-profile customer success stories.



# Renault launches digital car subscription service with Annata



## The Challenge

Customers today begin their shopping journeys online more and more. As such, automotive retailers like Renault must ensure their digital experiences are compelling enough to attract, engage, and retain customers. As part of its digital transformation initiative, Renault wanted to create a fully online car subscription service to be rolled out in the Brazilian market. Customers would be able to get the benefits of having a car without the expenses of ownership.



## The Solution

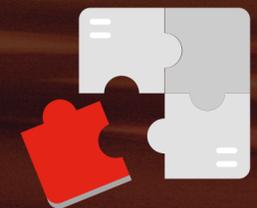
Leveraging Annata 365 and Dynamics, Renault was able to launch Renault On Demand, an end-to-end solution that handles all the necessary parts of a subscription service - commercial, financial, legal, and post-sales processes – and integrates with manufacturing and dealerships. Customers can fine-tune their car choices, select vehicle, color, mileage, accessories, extra services, as well as choose from four different subscription plans. The process is simple: Customers choose their vehicle, register for credit analysis, and after approval, they can digitally sign the contract, all from the comfort of their home. With Annata and Dynamics, Renault delivers the modern experience customers want.

# Citroën Chile moves beyond paper and enhances sales



## The Challenge

Citroën Chile, a subsidiary of the automotive brand, needed to implement a new business management system in order to enhance resource planning and business processes. Many of their buying, selling, and customer service procedures were manual, resulting in large volumes of paper documentation.



## The Solution

With Annata 365 on top of Dynamics 365, Citroën Chile was able to achieve a fuller view of its business. Two specific Annata 365 modules, 'Supply Chain' (for technical service) and 'Dealer Portal' (for the purchase of vehicles) enabled Citroën Chile to integrate their dealerships and after-sales workshops, giving sales end-to-end support from first contact with customers to final sales.

Additionally, they can now handle all internal processes digitally, storing all necessary data in the cloud rather than on paper.

# Brimborg modernizes its operations and increases customer satisfaction



## The Challenge

Brimborg, Iceland's largest integrated vehicle and equipment distributor with multiple brands like Volvo, Mazda, Opel, and Ford, had been running their operations on an old legacy system that was limiting their ability to grow and be nimble. Their existing system was divided into three parts: One for service workshops, one for part sales, and one for vehicle and heavy machinery sales along with the finance module. The company also ran three customer systems with different discounts and credit limits in each, sending out multiple statements to customers each month.



## The Solution

Annata and Dynamics enabled Brimborg to streamline operations, bringing everything together under one solution. As such, they achieved greater visibility into sales and service history for customers and equipment, as well as inventory and pricing for all brands.

Annata also allowed Brimborg to automate its business processes, freeing up staff to focus on priorities rather than repetitive administrative tasks. Brimborg can now handle emergency orders quickly and efficiently, boosting customer satisfaction.

# Ready to start your digital transformation journey?

Annata is here to help!

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