

Largest automobile distributor in Saudi Arabi with diversified businesses active in 30+ countries, with a focus on the core business of automobile sales, manufacturing, assembly, and engineering.

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## Challenge

- Archiving of historical data
- Customer, Vehicle, Sales & Service scattered across applications

# Enabling Digital Transformation Journey

*Customer 360° Digital Initiatives with Integration*

## Solution

### Enterprise Integration

- Enabling an Enterprise Integration as a Service platform for all integration & orchestration requirements across the landscape
- SAP Commerce Cloud Platform, Appian Cloud, Azure Blob Storage
- On-Prem systems like SAP ECC, SAP CRM, SAP BI, SAP DBM
- Payment Gateway System
- Other SAP & Non-SAP integration including API Management

### Digital Customer Apps

- Service customer booking App for appointment slot management to make service bookings, get service reminders & promotions
- Test drive App one stop Digital solution for the potential Customers as well as Test Drive Ambassadors for the test drive service
- Stock visibility App for Shipment visibility from Factory to end-point delivery



## Business Impact

Self-service capability for upstream applications

Single source of truth  
Multi-data access model

Multi-data access model

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## Outcome

- 360° view of Customer's data (Historical & Realtime)
- Sales and service promotions with targeted campaigns for the customers
- Data insight to promote and upsell other business
- Loyalty Program
- Availability of near real time for Sales and Service Team



## About Incture

We are a digital systems company and a community of passionate, purpose-led individuals seeking to enhance people's lives with technology. We deliver digital solutions including Cherrywork® digital applications and intelligent platforms and technologies with speed and at scale to address our customers' complex business challenges. We are one of the largest providers of Digital Applications and Technology Solutions on SAP Cloud Platform and SAP On-Premise Platform.

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