

## Abdul Latif Jameel



Abdul Latif Jameel comprises diversified businesses with deep roots in the Middle East, North Africa, and Turkey (MENAT region). Strong networks and long-established relationships make us a powerful partner, opening doors for those who want to do business in the region.

## Data Lake & Integration Platform

### Challenge

- ALJ Motors is committed to continuous sector innovation of new age solutions and delivering exceptional service to their guests based on their and Toyota's overarching "Guest First" philosophy. This guiding principle is key to providing excellent facilities and services that make the ownership experience of a Toyota car as satisfying as possible. In their endeavor to provide a seamless ownership experience, the idea of a customer service app was born and rapidly evolved to not only deliver a renewed booking experience for guests but to provide a curated digitization process for the end customer, by successfully leveraging the power and potential of data

### Solution

- Consolidation of data and Customer 360° view through a Data Lake approach, providing real time insights, API based access to information
- Engaging customers through B2C web and mobile application starting with service appointment booking
- Integration and Orchestration Platform using Integration Suite
- Digital process automation using SAP Cloud Platform Workflow Management and Business Rules

### Outcome

- Unified Digital Innovation Platform to store enterprise-wide data faster onboarding & development of digital applications and support integration with the organization's digital ecosystem. DIP accelerates us to digitize and automate our sales & service operations thereby improving operational efficiency, add business value to our customers and providing a curated digital customer experience

### Business Impact

**2.3M** B2C customers

**3000** Service orders per day

**\$2.6M** Increased in annual revenue