

## Abdul Latif Jameel



Abdul Latif Jameel Motors (ALJM) is a major player in the automotive industry, primarily known for being the passenger car division of the larger Abdul Latif Jameel (ALJ) group. ALJM distributes Toyota, Lexus, and Ford vehicles in various markets

# Streamlined Parts Procurement Platform powered by SAP Hybris B2C Website

## Challenge

- Provide the best customer experience for Toyota and Lexus customers
- Automate the eCommerce customer journey
- Leverage a variety of digital functions to make order placing for spare parts efficient

## Solution

- Developed 44 interfaces, integrating SAP Commerce Cloud (SAP Hybris-B2C Parts) with numerous internal and external systems via SAP CPI and API-M capabilities

## Outcome

- An intuitive online platform with a user-friendly interface for effortless browsing, searching, and purchasing of spare parts, minimizing errors and maximizing efficiency.
- Advanced search and filtering tools to quickly and accurately locate the precise parts enhancing satisfaction and reducing turnaround time
- An integrated inventory management system ensures accurate stock availability information, enabling optimized fulfillment processes and timely deliveries.
- By prioritizing clarity, efficiency, and user control, the digital platform delivers a seamless and positive customer journey