



## OneDealer International GmbH

Koblenz, Germany  
[www.onedealet.com](http://www.onedealet.com)

### Industry

Automotive

### Products and Services

OD Digital Sales Workplace, OD Digital after-Sales, OD Multichannel Campaign Management, OD Business Analytics, OD Dealer Management System, OD Car Sharing and Telematics, and OD Cloud Commerce

### Employees

250+

### SAP® Solutions

SAP® Business One solution, SAP HANA® business data platform, and SAP Analytics solutions

# Offering OEMs, Importers, and Dealers Innovative Retail Solutions using **SAP® Business One** powered by **SAP HANA®**

OneDealer offers an integrated cloud platform that brings innovation and simplicity to today's digital transformation imperative, helping companies become best-run businesses. OneDealer is a member company of the Real Consulting Group, a leading SAP® solutions provider, with a global presence and significant experience in automotive markets.

### Before: Challenges and Opportunities

- Provide the automotive retail sector with a powerful, intuitive, end-to-end solution
- Build strong customer relationships across multiple touch points during the sales and after-sales process

### Why SAP

- Award-winning SAP Fiori® user experience (UX)
- Artificial intelligence capabilities
- Cloud deployment
- Strong industry relationships
- A global, most-trusted ERP software vendor

### After: Value-Driven Results

- Plan and execute personalized engagement
- Attract and nurture buyers and deliver win-ready leads to sales
- Build loyalty with omnichannel campaigns and digital presence
- Gain actionable data on customer needs
- Improve employee acceptance

**“Designing OneDealer, based on SAP, allowed us to provide the automotive market with an innovative, approachable, and deeply functional solution to help our customers embrace digital transformation.”**

Robert Battenstein, COO, OneDealer GmbH



## Expanding

Value propositions by offering sales, service, marketing, and mobile services

## Increasing

Customer retention through key automotive touch points

## Redefining

Customer experience to become a trusted organization

## Creating

Engaging customer journeys