



OneDealer International GmbH

Koblenz, Germany
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