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AL HABTOOR MOTORS

autoX

Al Habtoor Motors: Driving Success Through Operational Excellence

Accelerating Excellence: Al Habtoor Motors Shifts into High Gear with autoX on SAP Cloud ERP Private

In response to the ever-changing dynamics and demands of the automotive industry by evolving customer preferences and expectations, Al Habtoor Motors, a prominent UAE automobile distributor dealing in brands such as Bentley, Bugatti, Pagani, Mitsubishi, JAC and FUSO recognized the need for digital transformation.

The journey toward digital transformation is not just about adopting new technologies but about reimagining how a dealership operates and delivers value to its customers. Al Habtoor Motors wanted to reinforce their position as an industry leader by embracing AI powered digital platform. The company embraced a new era with the adoption of autoX on SAP Cloud ERP Private by IntelliSoft. This collaborative effort positions Al Habtoor Motors at the forefront of technological advancement, equipping the company to navigate the evolving automotive landscape with agility and innovation.

Changing the way to optimizing operational efficiency, engage customers proactively, enhancing revenue streams, elevating customer satisfaction.

Before: Challenges and Opportunities

- Operational inefficiency resulting in customer dissatisfaction and revenue leakages
- Limited digital engagement & fragmented customer data
- Limited integration and slow data processing.

Why SAP & autoX

- Revamped IT environment: autoX represents a transformative solution which helps organizations to move from fragmented multiple systems to a unified platform representing a significant step toward operational excellence. This landscape consolidation not only enhances efficiency and data integrity but also positions the organization for future innovation.
- Enhanced Customer Experience: Traditional systems offer limited options for digital engagement, while autoX includes a Mobility and Commerce layer that allows customers to interact with businesses through mobile apps. Customers can buy online, schedule services, approve quotes, make payments online etc, resulting in a more convenient and satisfying experience.
- Scalability and Future-Proofing: As automotive businesses grow, traditional systems often become burdensome to scale and update. autoX on SAP Cloud ERP Private platform provides a cloud-based, scalable solution that grows with the business.
- Difficulty Adapting to New Business Models: Inflexible applications could not cater to evolving business requirements. autoX supports diverse business models, enabling companies to expand their offerings and remain competitive without needing a complete system overhaul.
- Enhance Visibility and control: Lack of control which allows revenue leakage–autoX enables tighter control over operations, eliminating revenue leakage through automated processes and real-time visibility. autoX incorporates mature embedded analytics where it helps in real time decision making.

"Technology is at the core of everything we do at Al Habtoor Motors, from our digital marketing campaigns to our renovated showrooms equipped with the latest technology for customer service. We've simplified the car-buying process with less paperwork and faster transaction times. This enhances the overall customer experience, keeping us ahead of the competition."

Karim Maksoud, Managing Director of Al Habtoor Motors

20K

Vehicles loaded in autoX on SAP Cloud ERP Private to be managed by Yard Management App

0.9M

Vehicle Service history uploaded in autoX on SAP Cloud ERP Private Application

Al Habtoor Motors
www.habtoormotors.com

Industry
Automotive Dealer

Products and Services
Passenger and Commercial Vehicle Sales

Employees
>1000

Featured Solutions and Services
autoX on SAP Cloud ERP Private

IntelliSoft

Driving into the Digital Future to navigate the evolving automotive landscape with agility and innovation.

Al Habtoor Motors went live with IntelliSoft's innovative solution, autoX on SAP Cloud ERP Private platform. The transition to autoX on SAP Cloud ERP Private sets the stage for elevated customer experiences, streamlined operations, and sustained competitiveness in an industry characterized by rapid innovation.

Al Habtoor Motors recognizes that in the coming years, the automotive industry will undergo significant transformation. They realized that with brand distinctions becoming less pronounced, customer retention increasingly relies on exceptional service and the market is expected to experience consolidation. Those who leverage the right technology will thrive, while others may struggle to survive.

autoX on SAP Cloud ERP Private empowers companies to optimize their entire sales processes, seamlessly integrating sales, aftersales services. The platform offers Omnichannel reach to customers, facilitating a comprehensive and connected experience. With out-of-the-box integration with OEM, a best-of-breed dealer solution within Tier 1 ERP, and built-in mobility, commerce and analytics, organizations benefit from a holistic solution.

autoX delivers Best Practice Configuration and Documentation, which reduces the duration of adoption and, therefore, the cost of implementation. autoX is driving disruption in the automotive industry with leading-edge innovations that redefine the customer experience. Further, autoX is packaged with complete mobility, commerce & Embedded Analytics enhancing end user experience and self-service capabilities. By leveraging the latest digital capabilities, dealerships and OEMs can stay ahead of the curve, ensuring timely delivery of Products and Services.

IntelliSoft Services DMCC
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Industry
Automotive

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Regional Sales

Employees
>150

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