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SAP Gold Partner

OTE GROUP

autoX

Oman Trading Establishment: Achieving success by maximizing Customer Delight

Driving Innovation: OTE Shifting Gears to the Future with autoX on SAP Cloud ERP Private

Amid the rapidly evolving dynamics of the automotive industry driven by changing customer preferences and expectations, Oman Trading Establishment (OTE) - one of Oman's premier automobile distributors representing brands such as Hyundai, Chevrolet, Cadillac, Subaru, Genesis, and Isuzu—is embarking on a transformative journey.

Recognizing that digital transformation goes beyond technology adoption, OTE is redefining how dealerships operate and deliver customer value. To strengthen its industry leadership, OTE has embraced autoX on SAP Cloud ERP Private by IntelliSoft—an AI-powered digital platform designed to drive innovation and efficiency.

This strategic collaboration places OTE at the cutting edge of technological advancement, empowering the company to navigate the shifting automotive landscape with greater agility, resilience, and customer-centric innovation.

Driving customer-centric innovation through proactive approaches, enhanced revenue models, and superior operational efficiency.

Before: Challenges and Opportunities

- Limited digital engagement reducing customer satisfactions.
- Leveraging real-time data for faster, informed decisions.
- Lack of scalability hindering business growth.
- Slow data processing affecting decision-making speed.
- Manual processes leading to customer dissatisfaction and revenue leakages.

Why SAP & autoX

- Connected Digital Platform: autoX revolutionizes operations by replacing disconnected, multiple systems with a cohesive, all-in-one platform. This streamlined approach enhances efficiency, ensures data accuracy, and positions organizations for scalable growth and innovation.
- Optimized Customer Experience: autoX surpasses traditional systems by offering a mobility layer that empowers customers to interact with businesses through mobile apps. From booking services and approving quotes to making online payments, this frictionless engagement enhances convenience and overall satisfaction..
- Future-Ready Scalability: autoX on SAP Cloud ERP Private platform offers a cloud-based, flexible solution that grows with your business. Unlike traditional systems that struggle with expansion, autoX ensures seamless scalability and long-term adaptability.
- Constrained Business Model Expansion: Unlike rigid applications, autoX offers the agility to support evolving business demands. Its flexible architecture enables companies to expand services and stay competitive without the need for a complete system overhaul.
- Increase Visibility and Efficiency: autoX minimizes revenue leakage by automating processes and delivering real-time insights. This improved oversight strengthens operational efficiency and boosts transparency across the organization.

23K

Service Contracts uploaded in autoX on SAP Cloud ERP Private

500K

Parts stock uploaded in autoX on SAP Cloud ERP Private Application

OTE Group
www.otegroup.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

Embracing Digital Transformation to stay competitive in the evolving automotive industry with cutting-edge excellence.

Oman Trading Establishment (OTE)—one of Oman's leading automobile distributors representing renowned brands such as Hyundai, Chevrolet, Cadillac, Subaru, Genesis, and Isuzu—has successfully gone live with autoX on SAP Cloud ERP Private, IntelliSoft's cutting-edge solution designed specifically for the automotive sector.

The project involved implementing multiple modules, including Human Resources and Payroll, Finance, Customer Relationship Management, Procurement, Warehouse Management, Units and Parts Sales, In-House Finance, After-sales, Maintenance, and Quality Management. The system officially went live on October 6, 2024, and OTE is now in the RUN phase, actively utilizing the solution to streamline its operations.

By adopting autoX on SAP Cloud ERP Private, OTE is at the forefront of technological innovation, positioning itself to meet evolving market demands with greater agility and efficiency. The solution offers Best Practice Configuration and Documentation, accelerating the implementation process and reducing costs. With complete mobility, commerce integration, and embedded analytics, autoX enhances the end-user experience by enabling self-service capabilities and delivering actionable insights. This transformation empowers OTE to stay competitive by ensuring the timely delivery of products and services while continuously elevating the customer experience.

This is a significant milestone in OTE's digital transformation journey. IntelliSoft looks forward to continuing its partnership, driving further innovation, and supporting OTE in achieving long-term success.

IntelliSoft Services DMCC
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Industry
Automotive

Products and Services
Regional Sales

Employees
>150

Featured Solutions and Services
autoX on SAP Cloud ERP Private

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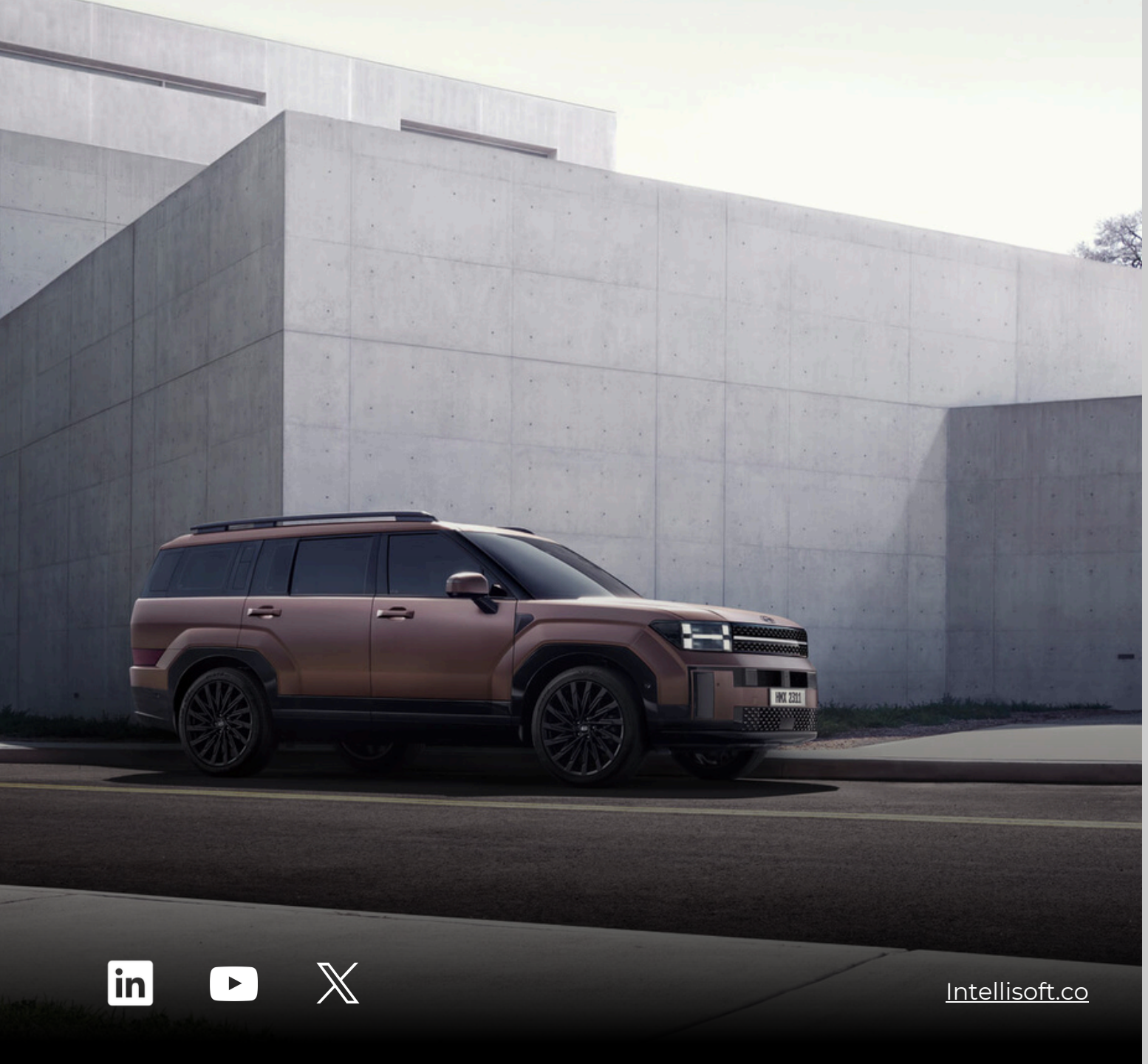

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