

## Digital Solutions for Automotive Industry – Infosys Initiatives

### Business Overview

Gone are the days where all the car buying was at the dealer. Today most of the information is mined by the customer over the internet before landing up at the dealership. Engagement levels over the digital media is seeing an exponential rise with easy and secure access to internet, proliferation of smart phones and next generation user interface. Apart from the digital experience there is another key trend which is driving the motivation to buy. While the 20th century was associated to “mass production”, the 21st would be remembered as the century of “mass customization”. “Build to price” is the indeed new mantra

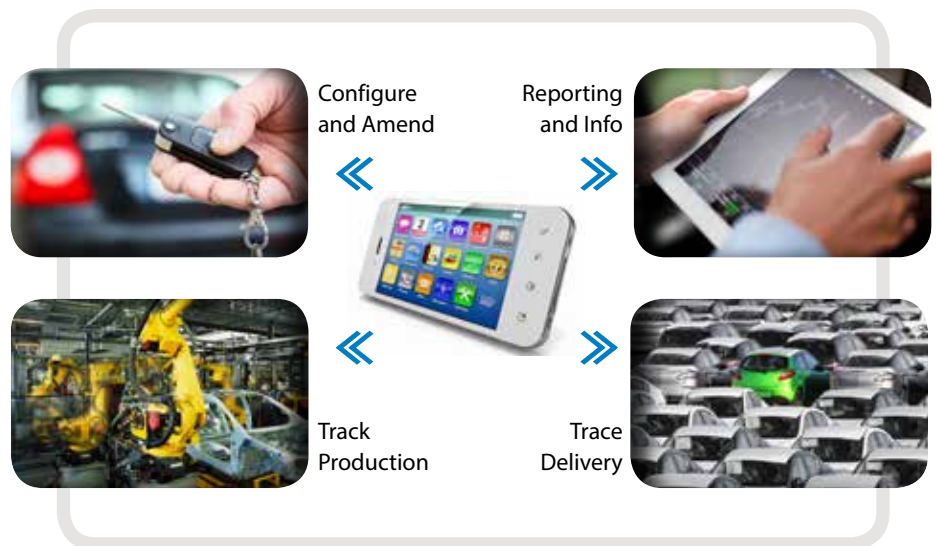
**Business Need** >>

Customers today would like customization/ personalization of their products; they also expect sales reps/dealers to be able to give immediate information on where their product is and how soon it will reach them. There is a need to empower sales personnel on the field with the ability to enable customers to digitally configure their custom products and provide real time track and trace information on both price of the chosen configuration as well as delivery details

### Infosys Tailor to Trace Mobile Solution

#### Solution Overview

Infosys Tailor to Trace solution is a mobile application providing a holistic approach to OEM Sales force empowerment leading to higher revenues and better customer experience. The application delivers enhanced value through strong business contextualization, real time connectivity with backend factory systems and an intuitive user interface. The solution is built on SAP technology and encompasses the following functionality and business benefits.





## Solution Features

- Configure vehicle with real time access to vehicle options & prices master data
- Capture customer details and instant order confirmation from SAP ERP system
- Trace the progress of customer vehicle & know the exact delivery time
- Real Time snapshot of customer orders with respect to Production information
- Real time reports on stock information & business KPIs like sales performance

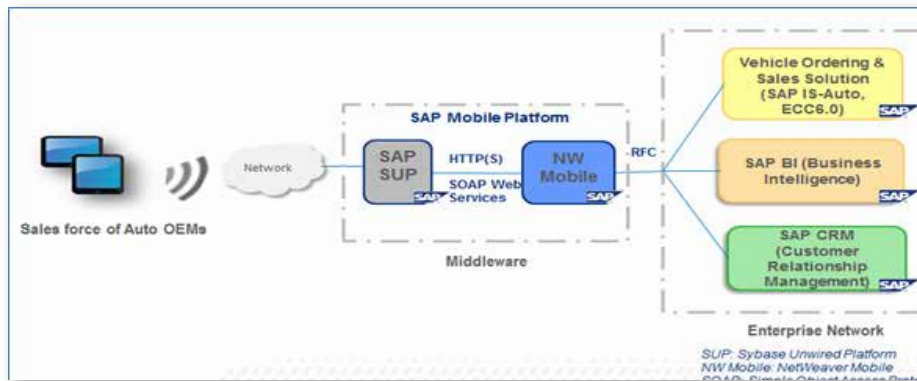
## Business Benefits

- Delight customers with guided sales and real time information
- Pro-actively inform customers about production or delivery delays
- Increase revenues

## Solution Architecture

The mobile interface development and visual rendering is done using Xcode and hence is compatible for use in iPad, iPhone and other Apple devices. The solution is integrated to backend SAP ECC, BI and CRM systems using the SAP mobile middleware.

Integration to SAP ECC and CRM system provides real time access to master data (customer data, product masters, variants, pricing) and status information (inventory, order, delivery, production). Connecting to SAP BI provides access to KPI based reports on mobile.



## Snapshots



For more information, contact [askus@infosys.com](mailto:askus@infosys.com)

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