



Apexon

SUCCESS STORY HIGH TECH

LUXURY AUTOMAKER MOBILIZES ITS DEALER NETWORK

Apexon leverages digital to expand
dealer services and brand appeal



This iconic automotive brand is synonymous with excellence and a superior driving experience. The company's worldwide dealer network represents an important extension of its brand.

The company is continually looking for new ways to extend the brand through its dealers. Mobile presented numerous opportunities to do that and build on the company's innovative use of digital services in its vehicles.



**ONE OF THE 10 LARGEST
CAR MANUFACTURERS
IN THE WORLD**



**+4,000 DEALERS
IN 150 COUNTRIES**



**SELLS MORE THAN
2M CARS PER YEAR**



Atos, a leading systems integrator in the automotive sector, and a longtime partner to the company, introduced Bqf ypo in 2014.

The goal was to scope and develop a family of mobile apps and services to enable dealers worldwide to optimize the customer experience and maximize dealer sales opportunities. The combination of Atos and Bqf ypo provided the company with exactly the expertise it needed for over 4 years.

THE RESULTS

KEY OUTCOMES



TIME-TO-MARKET

The dealer mobility initiative was delivered on time, on target, and on budget



INTERNATIONAL CUSTOMIZATION

The apps addressed the company's many unique country-specific requirements



SALES PRODUCTIVITY

Salespeople had easy mobile access to helpful product information; no longer tied to a desk

OUR METHODOLOGY

THE DIGITAL LIFECYCLE

Apexon works with companies across the digital lifecycle.



GO DIGITAL

LAUNCH & EXPERIMENT



BE DIGITAL

AUTOMATE & ACCELERATE



EVOLVE DIGITAL

BE INTELLIGENT & AUTONOMOUS

Enable digital adoption in a quick, and agile manner

The Apexon team redesigned the web app to extend it to mobile enabling several new use cases for the company and adding several new features.

Build digital infrastructure and foundation for enterprises to scale

Apexon designed and developed a new solution to support the company's extensive international requirements including regional customizations, product variations, branding, and technology platforms.

Leverage data engineering to make strategic decisions and get digital right every time

Apexon connected the new mobile apps to critical backend systems to provide valuable customer data analytics.

THE CHALLENGE

TO ELEVATE AND EXTEND MOBILE CAPABILITIES WITHIN THE TIMEFRAME

While the company is a proven innovator in the automotive industry and had developed very useful web applications for its dealers, it needed a digital engineering partner to elevate and extend those capabilities to mobile. The functional and performance expectations were high, and the mobile applications had to meet the user and technical requirements of different global regions – factors entirely consistent with the brand. Lastly, the company had a very aggressive timeframe for go-to-market to coincide with the new model year.

THE SOLUTION

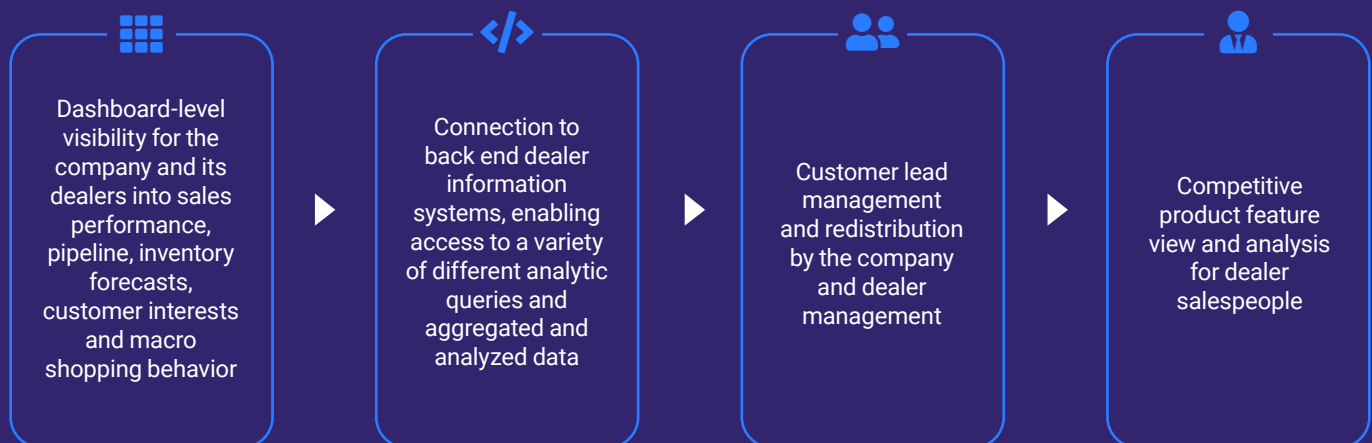
WORKING WITH PARTNER ATOS LAUNCHED SEVERAL MOBILE APPS

Working as the primary development partner, Apexon worked with our partner Atos to develop, test and launch three new mobile apps for dealers worldwide including:



MOBILE SALES & ANALYTICS APP

Prior to the mobile solution, dealers could only track sales opportunities through a web app accessed via desktop, limiting usage to the showroom. Bqf ypo completely redesigned the existing web app to extend it to mobile enabling several new use cases for the company, its dealers and dealer salespeople including:

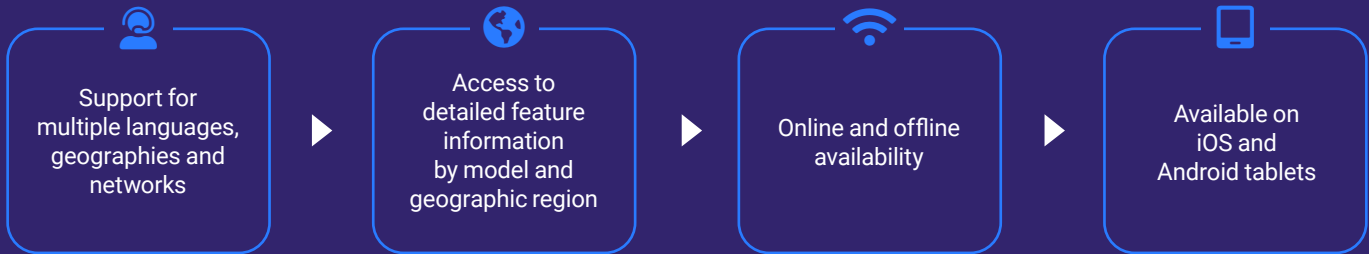


The app was rolled out on a global level with Apexon handling all internationalization including language, regional models, devices and networks



DEALER DELIVERY APP

Apexon and the company collaborated on a mobile app to assist salespeople in walking customers through all the different features and options in their new automobile. Some of the key elements of the project included:



SALES TRAINING FOR DEALER SALES ASSOCIATES APP

The company's success depends on how well dealer salespeople represent the brand and all it has to offer. Bqf ypo developed a comprehensive mobile training app with 'anywhere, anytime' access to company sales resources, presentations, online courses, manuals and more.

Apexon developed solutions that support the company's extensive international requirements including regional customizations, product variations, branding and technology.

In addition, it integrated extensive QE best practices early in the app lifecycle to speed cycle time and deliver exactly what the company wanted. The new mobile apps are also linked to critical backend systems at the company to provide valuable customer data analytics.



Apexon is a pure-play digital engineering services firm focused on helping companies accelerate their digital initiatives from strategy and planning through execution. We leverage deep technical expertise, Agile methodologies and data-driven intelligence to modernize systems of engagement and simplify human/tech interaction.

We deliver custom solutions that meet customers' technology needs wherever they are in their digital lifecycle. Backed by Goldman Sachs and Everstone Capital, Apexon works with both large enterprises and emerging innovators — putting digital to work to enable new products and business models, engage with customers in new ways, and create sustainable competitive differentiation.

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FEELING SOCIAL?

