

Capgemini



ENABLING A MONUMENTAL SHIFT

in Transport and Mobility with Customer Engine for Salesforce Auto Cloud™

The past several years have brought about a period of deep and rapid change within the automotive industry. Once focused on delivering a singular product via one-time purchase, original equipment manufacturers (OEMs) are now at the center of a complex, connected and constantly evolving ecosystem.

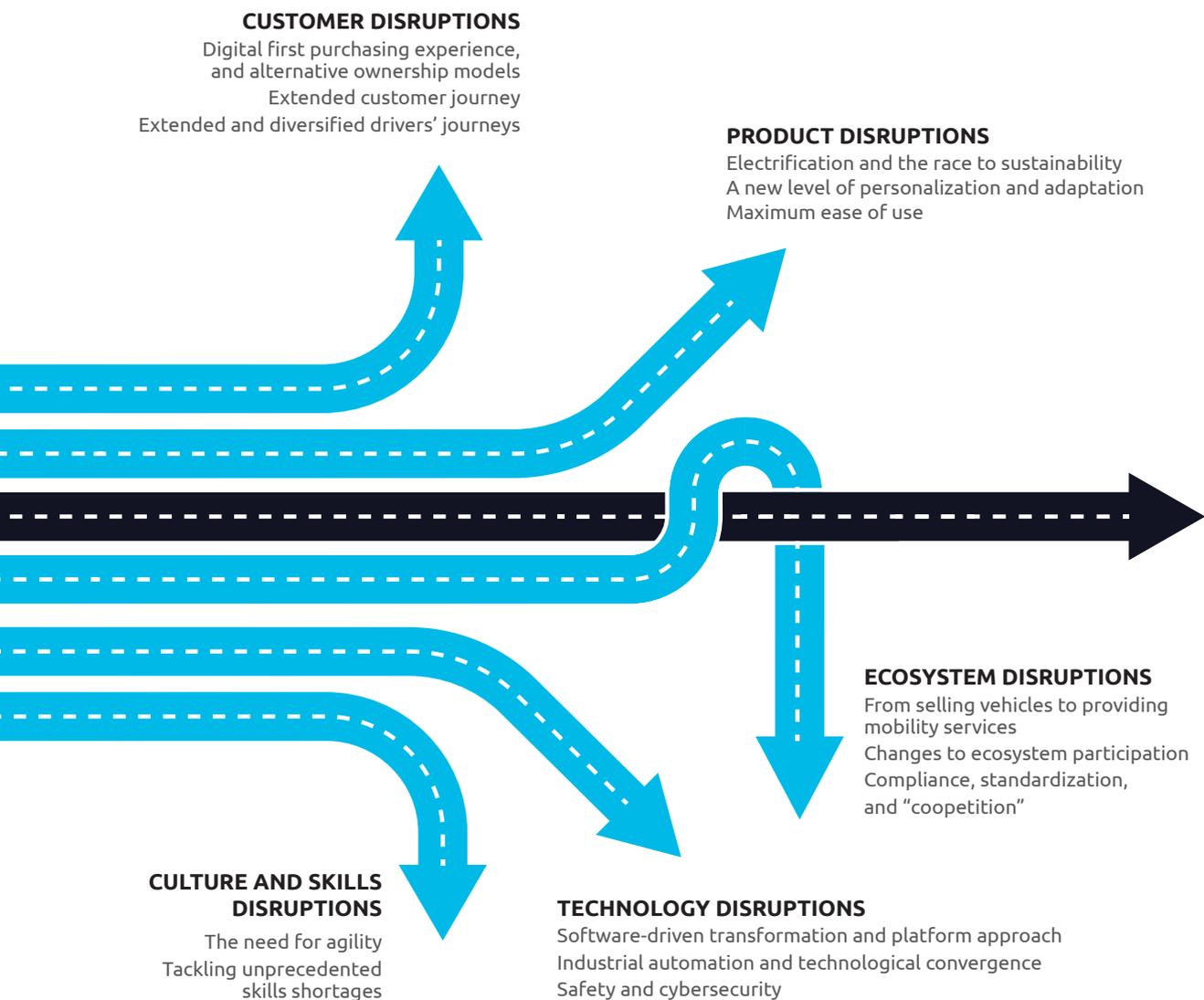
In this new network, OEMs serve as the orchestrators, carefully coordinating all members of the value chain and ensuring each party has the data and insights needed to enable efficient operations and create effective and engaging experiences.





What's driving disruption in the auto industry

Disruption across the value chain is driving a monumental shift in transport and mobility, impacting how automotive players structure, run and grow their business – and the experience they deliver to customers.



SPOTLIGHT: AGENCY SALES MODEL

In the automotive industry, there is increasing demand for an upgraded, convenient online-offline sales journey that matches buying expectations and service standards in other industries.

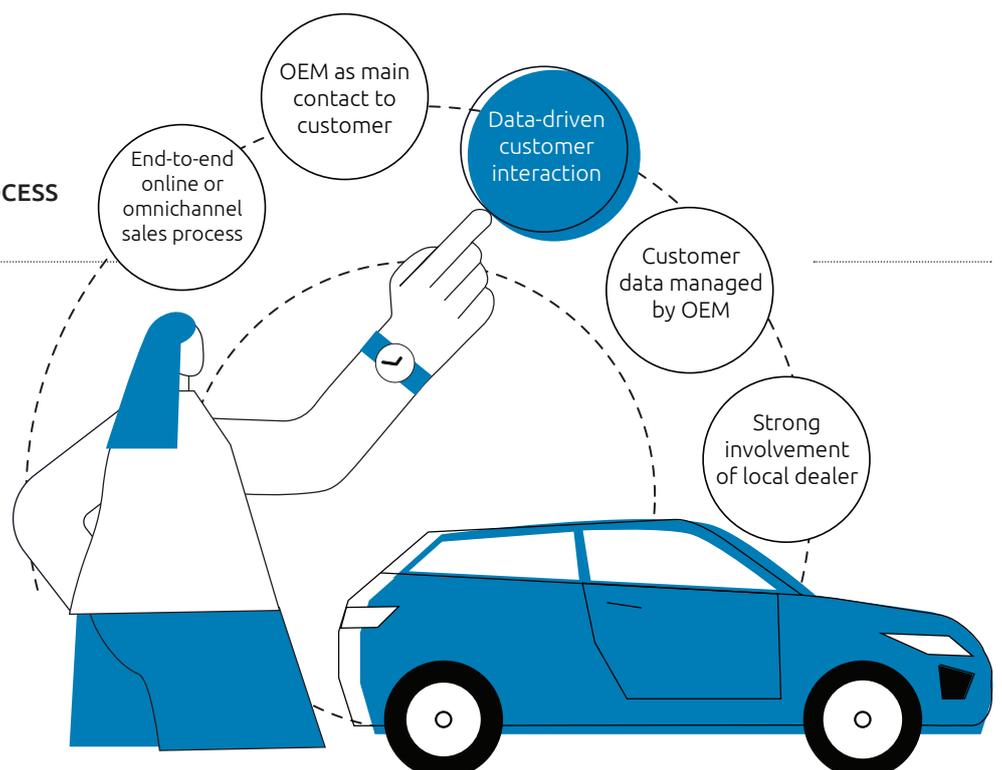
Agency sales can be viewed as an evolution of the traditional three-tiered sales model. In this model, OEMs interact directly with customers and take responsibility for the sales transaction. The dealer remains the face to the customer but is no longer the contractual partner and instead acts as an agent.

Central to this model is a robust lead management and sales tool that provides access to 360-degree customer data and enables insights generation and sharing throughout the lifecycle.

In terms of adoption, OEMs can encourage and support global dealer networks by providing graduated levels of participation, starting with a small segment of inventory, such as EVs. Over time, the dealers can slowly increase the percentage of inventory run through the OEM's portal as they see success. OEMs can also alleviate dealer's reticence by outlining the reference procedures for online OEM-generated leads, ensuring a fair process for everyone to share in the benefits of a centralized program.

While the agency sales model will have regional variation, the ultimate goal is the same: to create better digital journeys, more transparency in the purchasing process and better alignment between dealers and OEMs.

THE CUSTOMER DRIVES THE PROCESS Agency Sales Model



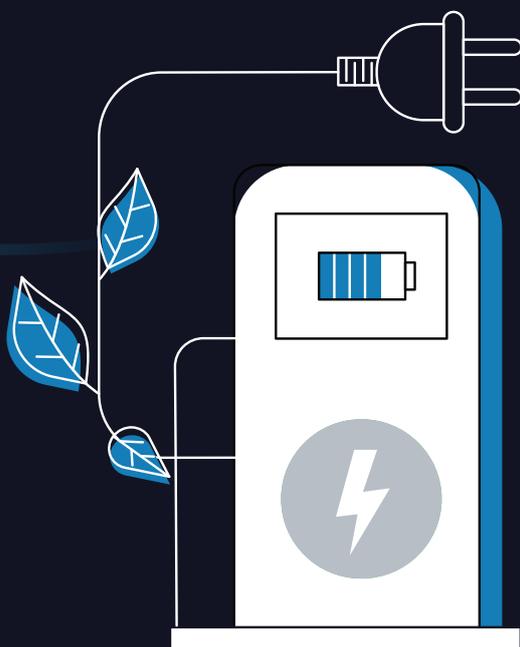


The importance of sustainability

For decades, the automotive industry has been under considerable pressure from governments and society to embrace sustainability. While the industry has made important steps toward a more sustainable future, especially as it relates to CO2 emissions, most automakers have struggled to maintain early progress as demands for SUVs and other higher fuel consumption vehicles has risen in recent years.

For automakers to meet or exceed the ambitious goals required of the industry, OEMs need to consider the entire value chain. Our recent survey identified three core issues that can accelerate the industry's sustainability agenda:

1. Lowering carbon emissions through EVs and other decarbonization efforts
2. Infusing sustainability across the value chain and enabling a true circular economy
3. Embracing digital sustainability, especially as it relates to IT sustainability and a shift to mobility providers



With our Customer Engine, built on the Salesforce Platform™, OEMs can prototype and extend prebuilt features for:

EV campaigns management

Carbon footprint tracking and forecasting using Einstein for B2B and B2C customers

Mobility services, including car sharing and vehicle-on-demand programs

Dealer sustainability KPIs for circular economy

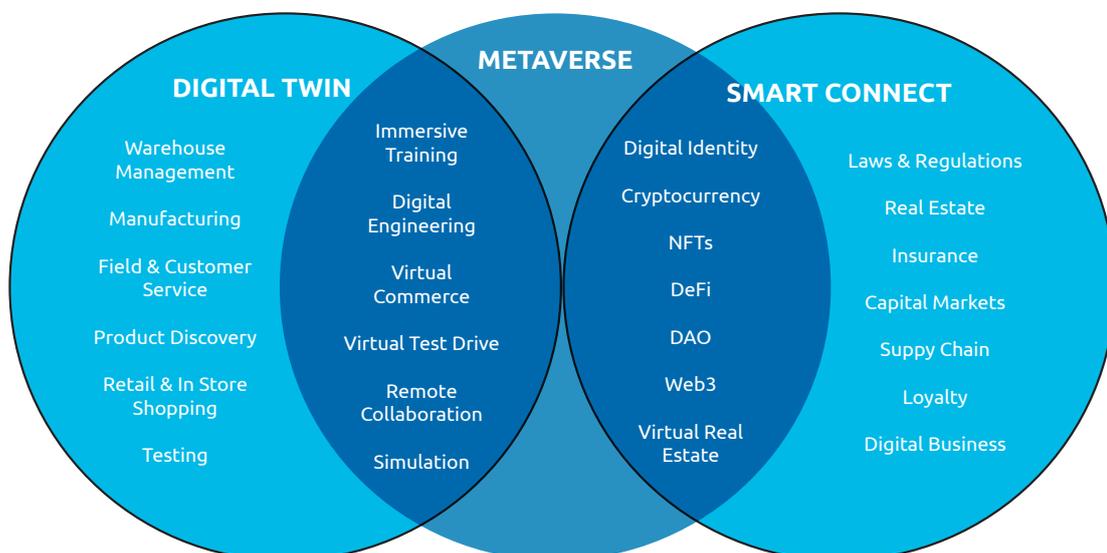
SPOTLIGHT: HOW THE METaverse IS RESHAPING THE AUTO LANDSCAPE

Every sector will undergo radical changes in the coming years as a result of the metaverse – and the automotive industry is no different. The transformative power of immersive technologies is set to reshape the automotive industry in potentially fundamental ways, including emerging use cases related to digital engineering, simulation, testing, monitoring, operations, virtual training, virtual commerce, and digital identity.

For example, automakers have begun to leverage digital ledger technology (DLT), such as blockchain, to transform and extend offline and centralized applications to decentralized playing fields, thus creating immersive experiences and working environments. In the midst of virtualized and decentralized

applications, we also recognize central playing fields and the enormous potential at two borders: real and virtual worlds, such as digital twin, and centralized and decentralized authority, as seen through smart contracts.

While some of these technologies are still nascent, OEMs should begin to position themselves for business in this exciting new frontier and develop coherent strategies as the market evolves rapidly.





What's next for OEMs?

As the industry's focus shifts from vehicles to transportation services, OEMs need to reinvent themselves as true digital companies. While every organization's transformation journey is unique, the industry is united in its vision for the future – meaning that all organizations are working towards the same goal, even if they are operating at different paces or starting from different positions.

The actions of each OEM will be defined by where they are in their transformation program and their ability to accelerate and scale key initiatives to reach higher levels of maturity.

Action 1: Harness the power of data.

In today's landscape, OEMs need to create a cohesive, seamless user experience that integrates the perspectives of customers, employees, and partners. This requires organizations to tap into the power of data to more quickly enable intelligent vehicles, intelligent operations, and intelligent services, faster.

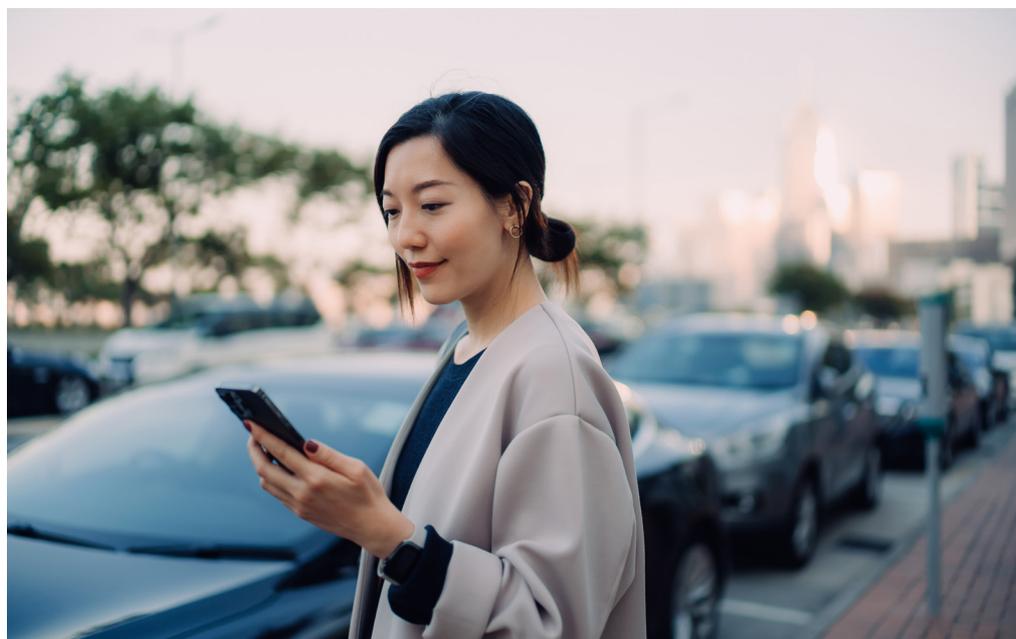
Action 2: Rethink existing relationships.

OEMs must fundamentally rethink traditional relationships and rewrite the rules of engagement based not on history and experience, but the actual needs and expectations of the stakeholder. Organizations must also leverage software toolchains and agile methodology to foster greater

collaboration across organizational units and forge long-term, strategic partnerships with software and technology service providers on key software frontiers.

Action 3: Go virtual with the Salesforce Platform.

For OEMs, the future of operations – from R&D to sales to service – is virtual. Auto brands must leverage their new data capabilities and reimagine third-party partnerships to shift core business functions to the metaverse, enable innovative new use cases and craft a truly engaging and connected user experience.



Becoming a frontrunner with Customer Engine for Auto Cloud

Capgemini and Salesforce have been working together for years to create a platform that brings together the consumer, dealer, OEM and third-party providers to revitalize sales, renew trust, and reinvent ownership for today's driver. Together we help forward-thinking companies embrace and accelerate change to position their business at the forefront of the industry.

The Customer Engine is a strategically curated, client-tested collection of reusable assets for Auto Cloud that enables the rapid delivery of new capabilities, the contactless commerce, digital sales models and complex ecosystem integration. Our accelerator features collaborative campaign management, lead and opportunity management, as well as artificial intelligence elements, such as incentive personalization and next best action recommendations, to help brands create an environment of ease for the customer.

The Customer Engine finds solutions around today's challenges for mobility services and carbon footprint management through multi-cloud integration and synchronization, enabling organizations to create a single view of the entire business within the Salesforce Platform.

We're excited to take this next step in our partnership with Salesforce and bring the power of the Customer Engine to life with the world's leading engagement platform via the newly launched Auto Cloud.

20%

time savings when using the Customer Engine as a Demonstrator in scoping phases

15%

less effort required for rapid prototyping to boost solution design

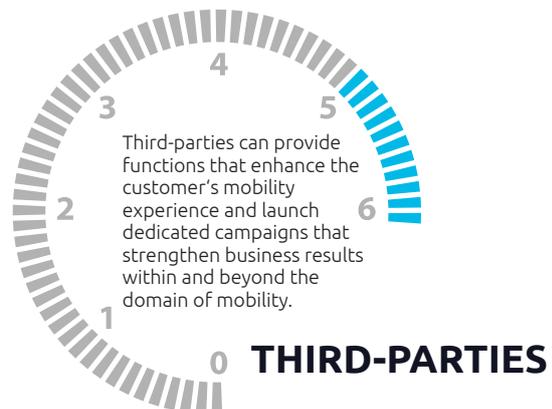
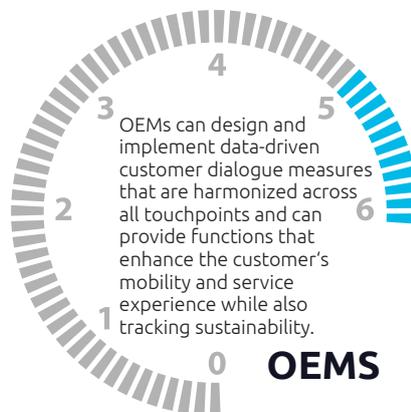
15%

reduction in development efforts through integration of software modules

A closer look at Customer Engine

The Customer Engine, part of Capgemini's Smart Mobility Connect offering, is the architectural framework to reimagine the customer experience of the future. We help clients expedite innovation through pioneering technology and data analytics and achieve insightful results and scalability by providing state-of-the-art AI functionalities that connect all involved parties of the mobility ecosystem.

THE NEW CUSTOMER ENGINE

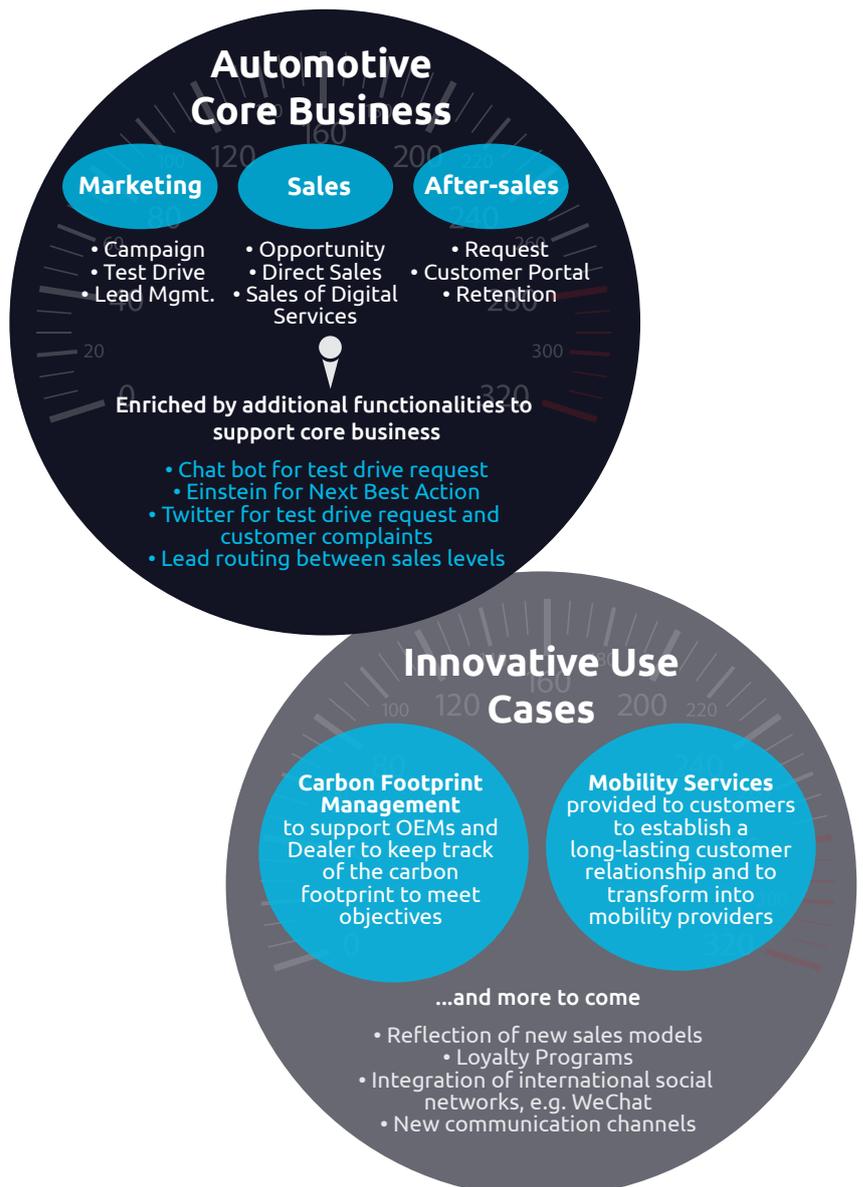


Customer Engine for Auto Cloud Use Cases

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Customer Engine for Auto Cloud enables a wide range of core business and advanced use cases, helping clients accelerate the development or configuration of bespoke services that can be leveraged in conjunction with the applications in their wider systems landscape. This allows customers to quickly and flexibly conceptualize, develop, implement, and scale innovative use cases and services, leveraging cutting-edge technology and deep cross-industry expertise.

Our modular Customer Engine offering is designed to help our clients take different speeds at realizing the customer experience of their ecosystem, either by conducting dedicated pilots, planning and realizing organizational transformations, or even using the Customer Engine as the starting point for a service platform.



Getting started with Capgemini

At Capgemini, we believe we have a major role to play in building the future of the sustainable mobility industry.

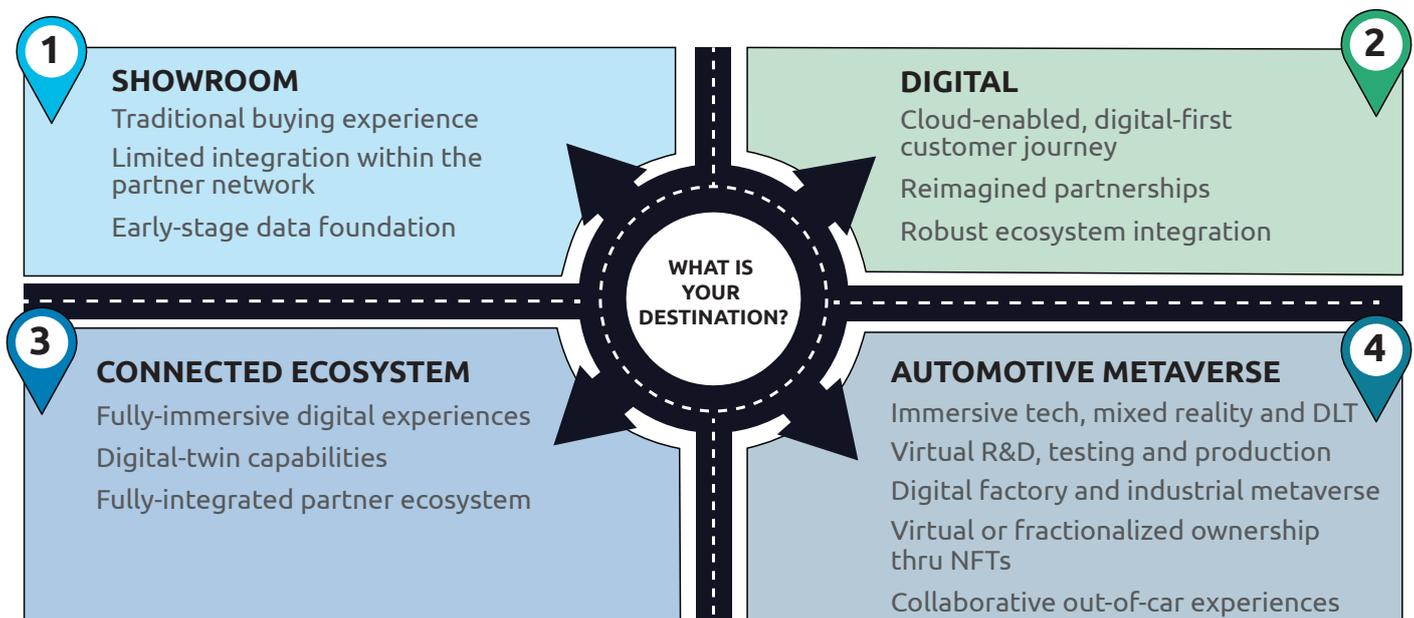
Capgemini is an end-to-end transformation partner that helps auto organizations deliver a smarter, safer and more sustainable mobility experience across four critical areas: software excellence, vehicle technology, customer-centricity, and sustainability.

Our deep industry expertise, combined with our capabilities in digital engineering, experience design and supply chain excellence, enable clients to launch intelligent products and services, infuse intelligent operations

throughout the business, and unlock new business models to diversify income streams, improve overall resiliency and enhance the CX.

WHERE IS YOUR ORGANIZATION... AND WHERE DOES IT WANT TO BE?

Agency Sales Model





CASE STUDIES

German-based global volume OEM Center of Excellence

Salesforce was set as the strategic technology partner at a German volume vehicle manufacturer

Salesforce landscape is highly heterogenous across brands/markets and, as a result, a Center of Excellence was introduced to ensure global CRM approach

Capgemini was responsible for defining the strategy and developing the required tools and services

CHALLENGES

- The German volume vehicle manufacturer decided to use Salesforce for all customer interactions across brands and markets
- In order to achieve a high degree of standardization and thus exploit synergy potential, the manufacturer established a Salesforce Center of Excellence to manage and support new Salesforce initiatives across markets and brands

SOLUTION

- Capgemini Invent supports the Salesforce Center of Excellence by defining their new strategy (inclusive structure and scaling model) and governance, as well as the conceptual design
- It also includes the development of a harvesting toolbox as a digital marketplace for standardized Salesforce solutions within the group

BENEFIT

- Standards for core capabilities in Marketing, Sales, and CRM
- Holistic processes of demand intake, implementation assistance, and harvesting (packable and reusable solutions)
- A digital marketplace, knowledge and training hubs for users, as well as tools for project administration within the scope of the local Salesforce implementation



Sweden-based international premium OEM global mobility service subscription application

Capgemini supported a Swedish OEM with the international implementation of a global mobility service subscription application

The automotive industry is currently marked by the trend of vehicle subscription services

CHALLENGES



- Strategic decision to launch a direct mobility subscription service worldwide, with the first go-live in Germany
- Implementation requires a new legal entity, new business processes, and a new application for managing subscription contracts and vehicles
- Limited competence and no internal project team in place
- Application development is taken over by a software supplier that requires further coordination with internal business stakeholders

BENEFIT



- Enablement and facilitation of the implementation of a market offering taking new customer demands into account
- Support in pre- and post go-live phase
- Support for the setup of a new line organization to ensure smooth market roll-outs, continuous application optimization, and development
- Standardized blueprint approach for fast and simple implementation

SOLUTION



- Collection of identified business requirements, as well as prioritization to amend the standard application
- Design of standard processes, an integration landscape, and development of a technical integrations guide
- Definition of a testing concept and monitoring of error handling to improve system functionalities
- On-site support and error handling during go-live
- Development of a roll-out plan for the markets
- Definition of input for the preparation of training material
- Guidance and support for the organizational setup
- Blueprint approach for future market implementations



About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of over 340,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion.

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