



ORBIS AutomotiveONE Dynamics 365 for Customer Engagement

CRM industry solution for automotive suppliers

ORBIS AUTOMOTIVEONE
Dynamics 365 for Customer Engagement



ORBIS AutomotiveONE

The automotive supplier industry is particularly demanding when it comes to CRM system requirements. On the one hand, OEMs not only require a high level of product quality but also increasingly, a closer cooperation in product development as well as quick and personalized service when processing queries. On the other hand, the liberalization of the spare parts trade has resulted in new markets and important business partners, which need to be gained through internet-based sales and communication channels.

Challenges:

- ◆ Increased focus of OEMs and Tier 1 vendors on the core business
- ◆ Vendors have an increased share in added value and development responsibilities
- ◆ Increasing competition in an international environment
- ◆ Ever shorter innovation cycles
- ◆ Close integration of sales, design, calculation and purchasing
- ◆ Well-organized buying centers for the OEMs are partly faced with globally distributed organisation and communication structures of vendors

- ◆ Management of customer relationships up to the OEM product and the product-related relationships ("Product Relationship Management")
- ◆ The request and quotation process is resource intensive and time consuming - with low success rates and potentially high friction losses in processing
- ◆ Lack of transparency of data, as no joint data source exists
- ◆ High focus on documentation

An organisation structure which focuses on customers and appropriate CRM processes in sales, marketing and service is therefore a prerequisite for a successful business relationship. ORBIS, as a long-term SAP and Microsoft Partner, has developed CRM industry solutions based on Microsoft Dynamics 365, for automotive suppliers with exactly these requirements in mind!

The development of these industry-specific Best-Practice processes for the automotive supplier industry is based on our extensive SAP know-how from more than 200 implemented automotive projects and our experience gained in more than 500 successfully completed CRM projects. Continuous benchmarking and constant exchange of experience with our customers result in the continuous development and adaptation of processes to changing markets.

ORBIS References in the automotive industry

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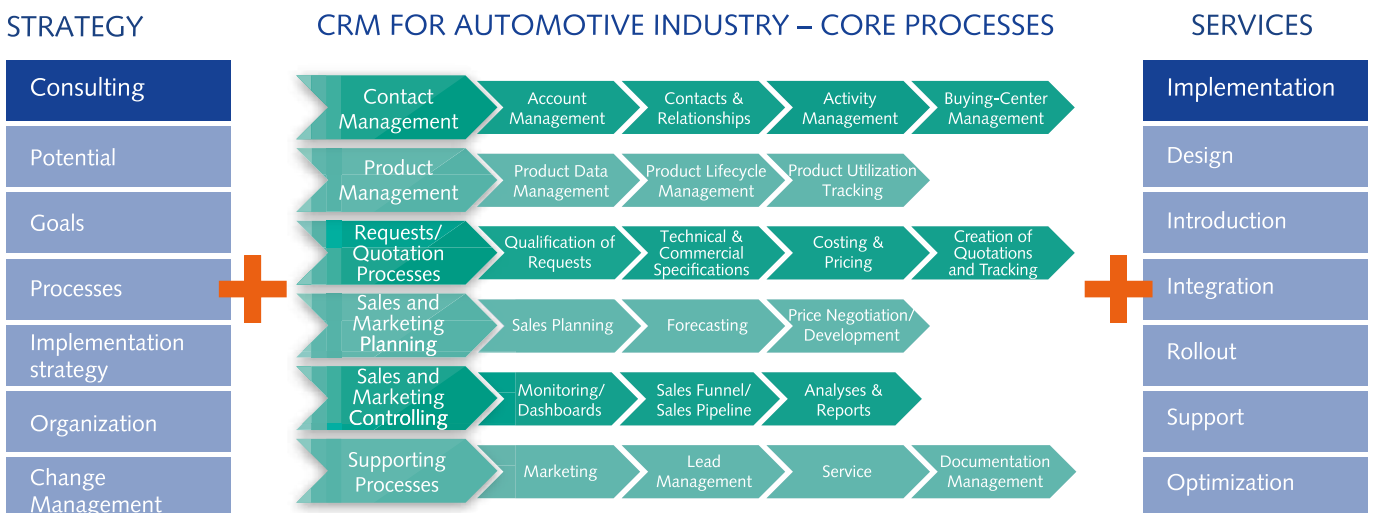
CRM for automotive suppliers

ORBIS AutomotiveONE based on Microsoft Dynamics 365, supports the specific information and communication requirements for internal and customer-oriented processes with manufacturers/OEMs as well as Tier 1 and Tier N vendors. Based on a central account and contact management, the user is optimally supported in his personal area of responsibility and his daily work. The core processes of ORBIS AutomotiveONE consist of integrated planning scenarios, efficient request and quotation processes, central project management as well as specialized product management. Comprehensive marketing and service processes and analytical processes for users

and management complete the full CRM solution for the automotive supplier industry. Both the specific requirements of international key account management and multi-level sales channels via the trade/specialized trade are taken into account.

In addition to documented processes and a sophisticated solution, ORBIS and its certified partners provide, from one source, consultancy for your individual CRM strategy and all services required for a successful implementation and introduction in your organisation.

Strategy, solution and implementation from one source



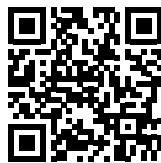
Your benefits:

- ◆ Optimal linking of key account management, sales, costing, construction, purchasing, marketing and service in a globally integrated information platform
- ◆ Quality improvement and harmonization of internal and external customer processes
- ◆ Increased efficiency in the RFQ process (lead times, securing of resources, process automation, obtaining information, adherence to schedules)
- ◆ Increase of order rate for new requests and billing rate for changes
- ◆ Centralized tracking of all projects (planning, forecasting, sales pipeline, history, information, relationships)
- ◆ Transparency of all product-related relationships, usages lists and product modifications (price tracking, implementation of changes in series pricing, additional costs for customer modifications, etc.)
- ◆ Creation of long-term, profitable and loyal customer relationships

Contact

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Find out more



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