

Partnership between NTT DATA Business Solutions and proaxia to develop the global automotive market

Stans, Switzerland — July 17, 2023 — Today Automotive dealerships are experiencing challenges more than ever, e.g., improving customer experience, leading to higher satisfaction, which in turn leads to higher retention. Increasing sales volumes, which are under pressure, so is workshop productivity and efficiency. In most cases the tools are missing to, facts based, understand where the areas of improvement are and how a workshop optimization can improve the results. In short, strategic & operational analytics and KPIs are missing.

proaxia is a thought leader in the Automotive & Heavy Equipment Dealer Management space, addressing challenges being faced today in Sales & Aftersales. As an SAP partner, proaxia works closely with SAP to develop solutions, which it markets globally. One of its core offerings, Vehicle Sales and Service (VSS) by proaxia, is a scalable and adaptable dealer management system based on SAP S/4HANA. Co-innovated with SAP and available on SAP Store, the solution is part of SAP's industry cloud portfolio for the automotive industry.

NTT DATA Business Solutions, a global IT solutions provider that specializes in SAP consulting and solutions, made its partnership with proaxia, an international management consultancy and solutions firm with extensive knowledge and years of experience with SAP applications, in April 2021. Since then, the two companies have been working together to develop the automotive market in Asia, Europe, and North America, with the goal of improving business operations, efficiency, and cost reduction for proaxia VSS prospects and existing SAP Dealer Business Management (DBM) customers.

NTT DATA Business Solutions has its Automotive Center of Excellence in Malaysia, where the company has demonstrated its strong business knowledge of the automotive industry through numerous SAP DBM implementations and support for customers over the past 20 years. With

this experience, NTT DATA Business Solutions is well-equipped to implement proaxia VSS solution.

"We are pleased to be partnering with proaxia to deliver the next stage, advanced solutions that help automotive companies on their journey of continuous optimization," said Kean-Wei Tan, Managing Director of NTT DATA Business Solutions MSC Sdn Bhd. "Our joint efforts to develop the proaxia VSS market in Asia, Europe, and North America demonstrate our commitment to providing our customers with transformative solutions that meet their evolving needs."

Ongoing collaboration between proaxia and NTT DATA Business Solutions to promote proaxia VSS automotive solutions

The first migration project from SAP DBM to proaxia VSS is currently underway in Asia and is proceeding as scheduled. NTT DATA Business Solutions is managing this project with support from proaxia. The goal of this project is to demonstrate the benefits of proaxia VSS solution for customers and to pave the way for more widespread adoption of the technology.

proxia is continuously innovating in the Automotive & Heavy Equipment Dealer Management space and will bring significant business benefits:

- supports the business with best-in-class and end-to-end processes in Sales and After-Sales
- provides an intuitive user experience to attract the best talents and ensure efficiency
- delivers business reports, analytics and KPIs which allows the retailer to continuously optimize the business.

"We aim to leverage synergies and to create a mutually beneficial relationship and joint success in the market with this partnership. Together, we look forward to new achievements in shaping

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the future of the Automotive Retail and the Heavy Equipment Retail Industry", Dr. Peter Lindtner, CEO, proaxia

The partnership between NTT DATA Business Solutions and proaxia is an integral part of both companies' business, as they expand their presence in the automotive industry in Asia, Europe, and North America. This collaboration has enabled them to deliver innovative and cost-effective solutions to their customers and build a long-term relationship based on trust and mutual benefit.

What sets this partnership apart is their collaborative approach to innovation. Together, they are actively working to develop the automotive market in Asia, Europe, and North America. Their ongoing migration project from SAP DBM to proaxia VSS demonstrates the solution's benefits and paves the way for wider adoption. They are also driving continuous innovation in the industry, delivering intuitive user experiences, and providing advanced analytics for optimization.

In summary, the partnership between NTT DATA Business Solutions and proaxia is a game-changer in the automotive market. It combines deep industry expertise, innovative solutions, and a collaborative mindset to provide transformative outcomes for automotive companies. Together, they are shaping the future of the Automotive Retail and the Heavy Equipment Retail Industry, driving innovation and success for their customers. For contact inquiries and further information on exciting opportunities, please reach out to us at info@proaxia-consulting.com

About proaxia Consulting Group ag

proaxia Consulting Group ag is an international management consultancy with headquarters in Switzerland and branches in Europe, MENA, Asia and the USA.

proaxia is a partner for the digitalization of sales and aftersales processes in the vehicle and construction machinery industry as well as discrete manufacturing. It designs digitalized end-to-end processes, defines IT architectures and implements and supports the solutions used.

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As an SAP Gold Partner, proaxia works closely with SAP, develops its own solutions and markets them through a global partner network. A core offering is proaxia's Vehicle Sales and Service (proaxia VSS). This leading dealer management system, based on SAP S/4HANA, is developed under the "Co-innovated with SAP" program. The solution is part of the SAP industry cloud portfolio for the automotive industry and is under continuous development. Visit proaxia's website: <https://www.proaxia-group.com/en/proaxia-dealer-management-system/>

About NTT DATA Business Solutions

[NTT DATA Business Solutions](#) drives innovation – from advisory and implementation, to managed services and beyond, continuously enhances SAP solutions to make them work for companies – and for their people. Aiming to help companies to transform, grow and become more successful, NTT DATA Business Solutions connects with a more than in-depth expertise for SAP solutions its clients' business opportunities with the latest technologies – individually and across all business areas. As part of the NTT DATA group and as a global strategic partner of SAP, with close ties to other partners, NTT DATA Business Solutions gives clients and prospects access to innovative solutions and developments and thus makes an important contribution to innovation and long-term business success. NTT DATA Business Solutions employs more than 13,500 people in more than 30 countries. Learn more about us at <https://nttdata-solutions.com/my/>.

About NTT DATA

NTT DATA – a part of NTT Group – is a trusted global innovator of IT and business services headquartered in Tokyo. We help clients transform through consulting, industry solutions, business process services, digital & IT modernization and managed services. NTT DATA enables them, as well as society, to move confidently into the digital future. We are committed to our clients' long-term success and combine global reach with local client attention to serve them in over 50 countries around the globe. Visit us at nttdata.com.

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