

Automotive Industry Solution

How Can SAP® S/4HANA Solutions Enable You To Change The Game?

SAP® solutions empower automotive companies to accelerate product innovation, improve quality, reduce manufacturing costs, and sell and service vehicles more profitably. This helps drive market share growth in a highly competitive global market. With SAP® solutions, companies can use data-driven intelligence that combines the world of technology, sensors, and vehicle data with a world of applications and practices.



-15% Manufacturing Costs

Where machinery and tools are allocated to operations and status and usage is tracked in real time*

-13% Cost Per Interaction

Where multichannel communication is used to optimize customer contact*

*SAP Performance Benchmarking

What Are The Benefits?

SAP® provides solutions for the automotive industry that help companies balance financial, engineering, manufacturing, sales, and marketing goals and fulfill demand profitably, leading to:

- ✓ Faster time to market and reduced manufacturing costs through increased equipment effectiveness.
- ✓ Enhanced real-time operational insights with advanced analytics and excellence in sales and service.

What Do SAP® Solutions Help Customers Do?



Collaborative Product Innovation

Design and deliver products to win market share, satisfy customers, and meet regulatory requirements.



Responsive Supply Networks

Optimize efficiency and drive down cost and risk in global supply networks.



Digital Services

Support new business models in the digital economy.



Manufacturing and Logistics

Manufacture cost-efficient high-quality products and vehicles by adopting automotive best practices.



Marketing, Sales, and Aftermarket

Increase customer satisfaction and retention with positive buying and ownership experiences.

Why SAP®?

Successful automotive manufacturers, suppliers, and sales and service organizations rely on SAP® software to provide the foundation that drives performance and a competitive edge. SAP® solutions connect processes with industry-specific solutions on premise, in the cloud, and via mobile devices.