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Press Release

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proaxia consulting group ag announces an innovative partnership with SAP for automotive retailers

Spreitenbach, October 17th, 2016 – proaxia consulting group ag announces the extension of its partnership with SAP SE in the automotive retail sector. The aim is to offer an innovative range of solutions, extensions and services of the SAP Dealer Business Management application to clients in the automotive retail sector.

proaxia DBM|E is the ideal extension of the SAP Dealer Business Management application. It can be used to adapt the system to specific business requirements, accelerate implementation and migration and integrate best-practice processes and innovative developments, while at the same time reducing the cost of further development and maintenance.

proaxia and SAP for automotive retailers

proaxia has carried out more than 30 projects to implement the SAP application with various brands worldwide. Based on this experience, proaxia has been developing its best-practice solution proaxia DBM|E. proaxia excels as a competent partner with its own development center and experienced support organization: proaxia is a partner that fine-tunes the SAP Dealer Business Management application, adapts it to specific market requirements and raises it to the next level of professionalism.

proaxia DBM|E – Customer Community

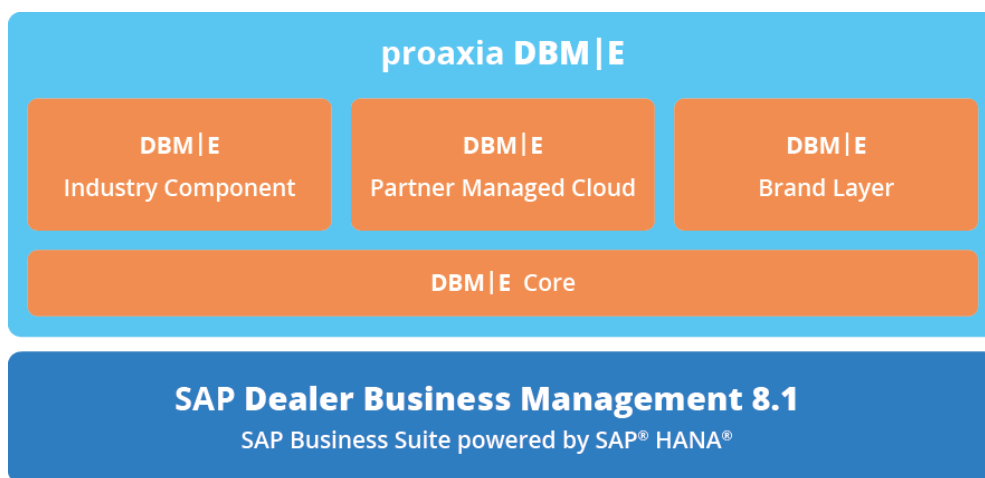
proaxia is building a DBM|E Customer Community to ensure that future developments are optimally in line with the requirements of markets and clients. Within this community, representatives of client businesses, SAP and proaxia cooperate closely on release planning and the design of new functionalities.

In the Customer Community, proaxia DBM|E clients can input their specific requirements to the solution and help to shape the development roadmap and the functional specifications of the solution. In this way, clients benefit from sharing experience within the community.

proaxia DBM|E – tuning for SAP Dealer Business Management

The integrated Dealer Business Management System by SAP supports all automotive retail processes. proaxia DBM|E enriches the system with additional functionalities, enhances process performance, offers interfaces for integrating other SAP solutions and provides tools for efficient DBM implementation and migration. proaxia DBM|E facilitates individual adaptations while at the same time providing the security and stability of a standard product at relatively low cost.

proaxia DBM|E adds new functionalities and components to SAP Dealer Business Management in response to the specific requirements of regional markets, industry segments and brands.



The proaxia DBM|E architecture comprises the following four components:

- **proaxia DBM|E Core** with functions for the optimized use of SAP Dealer Business Management based on best practice experience and further innovative developments that benefit all DBM users.
- **proaxia DBM|E Industry Component** with interfaces and functions for certain industry segments such as fleet providers or providers of heavy equipment
- **proaxia DBM|E Brand Layer** with interfaces to integrate SAP Dealer Business Management into OEM systems and brand-specific functions.
- **proaxia DBM|E Partner Managed Cloud** offers SAP Dealer Business Management as a cloud solution.

proaxia is continually developing the solution, issuing two releases per year. The first two releases 16.1 and 17.1 include the proaxia DBM|E Core functionalities. Further innovative functionalities are planned, including the integration of vehicle use data for optimized diagnosis and vehicle management.

About proaxia consulting group ag

proaxia consulting group ag is an international management consultancy firm headquartered in Switzerland and with branches in Europe and Asia. As an SAP partner, proaxia specializes in distribution and service processes and spare parts logistics processes.

For more information and references, see www.proaxia-consulting.com

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