



Use-Case/Industry: Automotive

SAP Solution:

- SAP Commerce, Marketing and Billing (BRIM) – AcutiPay> Connected Cars

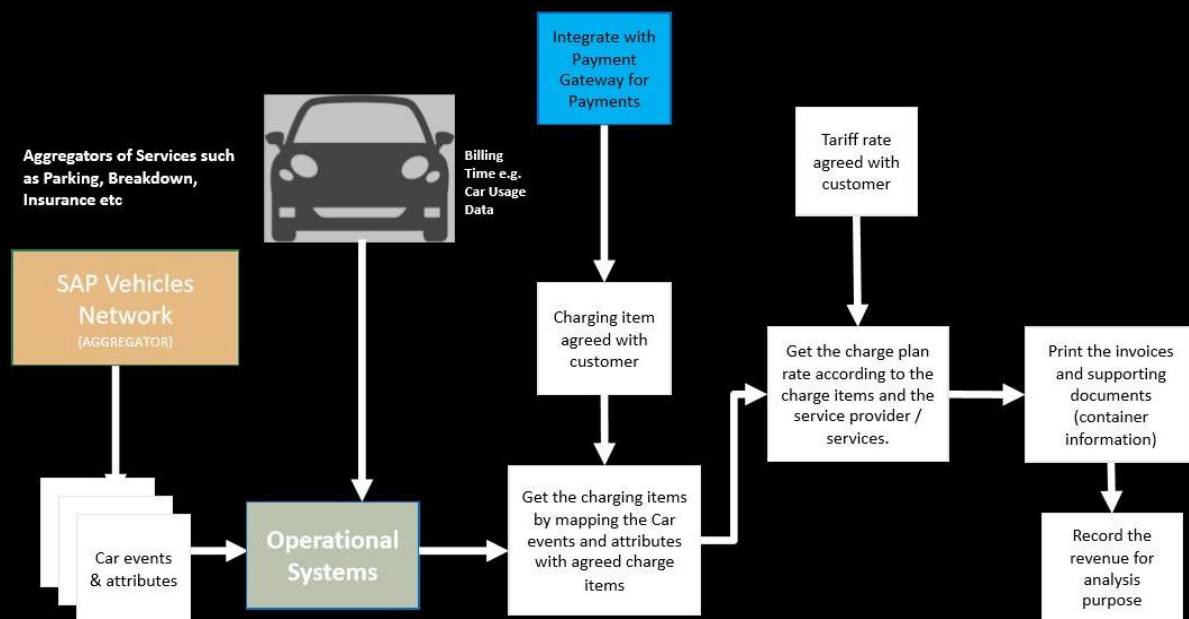
Challenges:

1. Monetise connected car data and enable subscriptions, usage, invoicing and payments
2. Needed a single platform to carry out multiple services and ability to share revenue with multiple partners
3. Were looking for a system to manage complicated financial details and simplify other automotive activities

How Acuti Labs resolved the challenge:

1. By deploying SAP CX Commerce, Marketing & BRIM, integrated services from third-party providers
2. Enabled quick, convenient, one-click payment for services, thus simplifying processes for drivers.
3. Simplified revenue management significantly
4. Reduced the deployment time of new connected car services from months to weeks

Solution Architecture:



Benefits:

1. Single Sign-on “Market-place” experience.
2. Highly scalable, High Volume, Realtime Transaction Processing & Revenue Distribution,
3. Multi-national, multi-currency, taxation and languages capability