



Softtek[®]

CASE STUDY | AUTOMOTIVE

Latin American auto parts wholesaler accelerates its digital transformation adoption

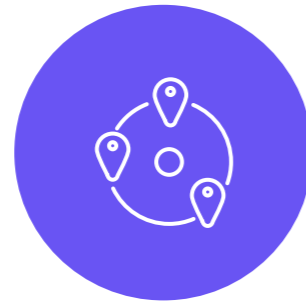


About the customer

One of the top automotive aftermarket suppliers in Latin America.



Multiple brands



International presence



Thousands of new SKUs every year





Business challenges

For their aggressive growth strategy in North and South America, the company needed to enable new digital strategies to standardize its products and best practices in order to access the aftermarket industry. Its technology was not ready to support such strategies and required drastic updates to simplify internal processes and improve customer service.

1

Three to four months to generate a product catalog due to manual processes, causing market share loss and declining sales.

2

Obsolete technologies in its B2B platform.

3

Error-prone and limited interfaces between systems.

4

Poor customer experience practices in old systems.

5

Product data stored in multiple databases.



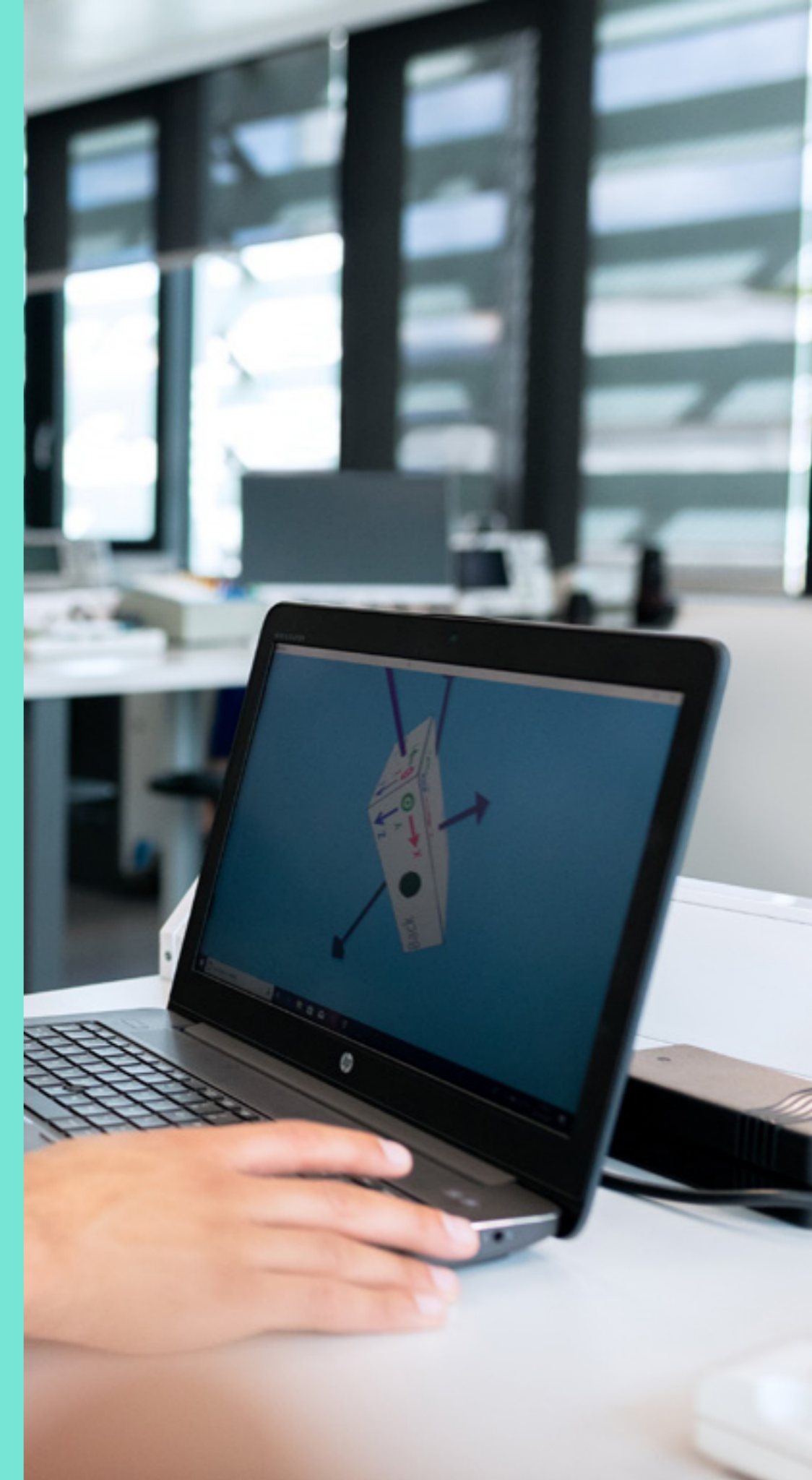
How Softtek comes into play

As preferred partner, Softtek selected the best solution aligned with the client's business objectives and phased in SAP C/4 Hana Commerce Cloud, allowing the client to increase operations in the Americas.

Built a digital and omnichannel Product Catalog with industry standards.

Developed the steps and processes to incorporate mobile technology to reach end users.

Implemented a new corporate best-in-class public portal with B2B zone, following the best industry practices.





Business impact

We helped our client successfully access new markets with the best standards, simplify the launch and marketing of new products, and provide mobile technology to increase customer satisfaction.



80% brand coverage increase in Mexico and 35% in international markets within one year.



135% of increase in online orders during the first six months of 2020, compared to the previous year.



Improved problem resolution before they become costs associated with call centers and sales.



Digital sales helped significantly increase the sales of slow moving goods.



ABOUT SOFTTEK

Founded in 1982 by a small group of entrepreneurs, Softtek started out in Mexico providing local IT services, and today is a global leader in next-generation digital solutions. The first company to introduce the Nearshore model, Softtek helps Global 2000 organizations build their digital capabilities constantly and seamlessly, from ideation and development to execution and evolution. Its entrepreneurial drive spans 20+ countries and more than 15,000 talented professionals.

info@softtek.com | softtek.com | [privacy note](#)