

**PIONEER**  
**IN AUTOMOTIVE**  
**E-COMMERCE WITH MORE**  
**THAN 300 DEALERSHIPS**  
**THROUGHOUT THE COUNTRY**



## Client

SEEING THE NEED FOR A BETTER  
TOOL TO SUPPORT THE  
PURCHASING PROCESS FOR  
BRAZILIAN CONSUMERS,  
**BRQ AND OUR AUTOMOTIVE  
CLIENT CREATED THE SAP  
COMMERCE PLATFORM**

THIS IS A HUGE HELP THAT SAVES TIME AND COVERS  
THE ENTIRE COUNTRY FOR ANYONE WHO WANTS TO  
MARKET A VEHICLE, EITHER BY BUYING A NEW ONE  
OR BY TRADING IN THEIR CURRENT VEHICLE.



**IN 2021,  
46.2 MILLION EUROS**



**127,000 VEHICLE SALES  
NEGOTIATED IN BRAZIL  
ALONE**



**MORE THAN 300 DEALERS**

## Business Challenge

OUR CLIENT, THEN,  
THOUGHT ABOUT  
**TRANSFORMING**  
**THEIR DIGITAL**  
**OPERATIONS.**

THE GOAL FROM THE START WAS PRECISELY  
TO OFFER A NEW, REVOLUTIONARY **SALES**  
**CHANNEL** THAT WOULD BE EFFECTIVE FOR  
**RETAIL AUTO SALES** IN BRAZIL.

To make such an innovative, and even daring, goal a reality, the client formed a strategically fundamental partnership with a big player in technological innovation: BRQ



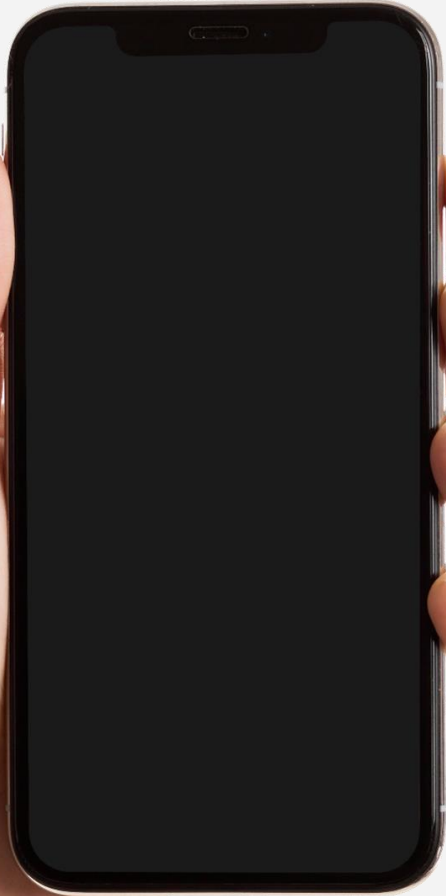
## The BRQ Solution

USING A  
4-STAGE PROCESS  
BRQ DIGITAL  
CREATED THE  
SAP COMMERCE  
PLATFORM SOLUTION.

- 1 UNPACK THE OUTLINED STRATEGY AND TRANSFORM THE CULTURE. BRQ ACHIEVED THIS BY IMPLEMENTING **AGILE METHODOLOGIES AND DATA-DRIVEN CULTURE**, AS WELL AS **STRATEGIC GOVERNANCE**.
- 2 UNDERSTAND THE PROBLEMS THAT PRESENTED THEMSELVES AND BUILD SOLUTIONS THAT WILL BE DEVELOPED EFFECTIVELY. TO DO THIS, VALUE ENGINEERING ZEROES IN ON RESEARCH AND DESIGN, WITH A TIGHT FOCUS ON **INTELLIGENT BUSINESS AUTOMATION**.
- 3 **DELIVER A SOLUTION** OF EXCEPTIONAL EXCELLENCE. CONCEPTS LIKE **CLOUD COMPUTING** ARE GENERALLY PRESENT.
- 4 **MONITOR THE EFFECTIVENESS** OF THE SOLUTION AFTER IMPLEMENTATION, TO EXPAND VALUE CAPTURE EVEN MORE BY USING RESULTS.



## Results



**INTEGRATION OF MORE THAN 300 DEALERSHIPS** THROUGHOUT ALL BRAZIL WITH SHARED STOCK DATA.



**PIONEER SPIRIT IN DIGITAL** AUTOMOTIVE SALES.



**CREATION OF AN E-COMMERCE SOLUTION** THAT BECAME A HIGHLY EFFECTIVE SALES CHANNEL.



THE PLATFORM ALLOWED THE CLIENT TO REACH **AN AUDIENCE LOCATED IN AREAS WHERE THE CLIENT DOES NOT HAVE A PHYSICAL PRESENCE**, FURTHER DEMOCRATIZING VEHICLE OWNERSHIP.





# FACING A SIMILAR CHALLENGE? CHAT WITH OUR SPECIALISTS

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