

INDUSTRY OVERVIEW

OpenText Automotive solutions

Reduce cycle times and improve business efficiency while eliminating data silos with OpenText Automotive solutions



Share information
securely across the
supply chain



Get insight to
improve business



**Grow customer
loyalty** with in-
vehicle telematics



Automate
processes

Automotive companies face numerous challenges that can hinder innovation, customer loyalty and business agility. Despite mounting regulations and security threats, companies must be able to digitize operations and enable trusted interactions. Consumers' expectations for tailored experiences, powered by realtime information, is driving a need for companies to turn data into a competitive advantage. Companies need to monitor vehicle data in order to gain insight into customers' preferences and expectations. In addition, embracing automation is a top priority to enhance supply chain management, optimize operations and improve safety.

Share information securely across the supply chain

The traditional Automotive supply chain has been replaced by a multi-layered, multi-territory trading partner ecosystem. Seamlessly managing B2B information exchange is imperative to optimizing supply chains and improving day-to-day trading partner management to remain competitive. OpenText Automotive solutions enable companies to exchange and integrate B2B data securely and compliantly, leveraging realtime supply chain insights to better respond to risk and opportunity.

"The automotive industry is undergoing the most significant change since Henry Ford industrialized automotive manufacturing in 1908. Digital is driving the revolution."

Accenture: The 2018 Top Ten Automotive Predictions, 2018

Success story



Michelin required a flexible B2B infrastructure to minimize its supply chain risk and work more closely with customers in emerging markets. **OpenText™ B2B Managed Services** offers the company global customer support to proactively manage and monitor all B2B processes and business transactions, ensuring operations are running smoothly around the clock.

Get insight to improve business

To improve decision making, Automotive companies need business insights presented in a way that are accessible and relevant to critical objectives. OpenText Automotive solutions deliver efficiency improvements through AI data-driven decision making across the business.

Success story



MOBIS Parts Australia manages the supply chain for Automotive brands, such as Hyundai Motor Company and Kia Motors. To boost its competitive advantage within an aggressive, quickly evolving market, the company deployed **OpenText™ Magellan™ Analytics Suite** to inform decision making and gain better visibility into warehouse activities, pricing and sales performance.

Grow customer loyalty with in-vehicle telematics

Gaining insight into customer interactions and optimizing each customer touchpoint helps drive loyalty, turning first-time buyers into repeat customers. OpenText Automotive solutions allow companies to deliver intelligent and connected experiences across all customer interactions at scale. These solutions drive better decision making, monitoring vehicle data and behavior to uncover valuable insights to improve safety and the overall ownership experience.

Automate processes

Digitized and automated processes typically lead to better control over customer experience, improved operational efficiency and increased productivity. OpenText Automotive solutions help companies automate routine work to drive profitability through more personalized customer communications, improved service times, reduced costs and accelerated time to value.

The OpenText advantage

Modern drivers demand a completely revamped experience based on new technology features and ownership models. As the recognized leader in customer experience and digital asset management solutions, OpenText Automotive delivers companies an innovative digital platform to overcome the challenges today's Automotive industry is facing.

OpenText's Enterprise Information Management (EIM) platform provides an integrated discipline for acquiring, structuring, describing, governing and accessing information assets, both structured and unstructured, in an intelligent, secure and collaborative way across organizational and technological boundaries.

OpenText Automotive solutions

OpenText™ Business Network

Automate business processes within a single, cloud-based B2B integration platform

OpenText Plant Asset Management

Improve the management of plant asset documentation and maintenance

OpenText Internet of Things Platform

Securely manage connected vehicle ecosystems

OpenText Customer Experience Management

Deliver intelligent and connected omnichannel experiences

OpenText™ Magellan™

Augment data-driven decision making and accelerate business

OpenText™ AppWorks™

Create a foundation for digital business

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About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: [opentext.com](https://www.opentext.com).

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