

# Key Growth Strategies for the **Specialty Vehicle Manufacturer**



Optimizing technology and business systems to fuel growth and sales





# Understand the Future Market

Many specialty vehicle manufacturers are reporting record sales.  
**The industry as a whole remains very optimistic about the future.**

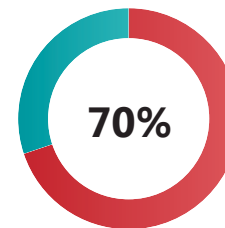
The Specialty Vehicle market is anticipated to reach

**\$113.21 Billion by 2026**

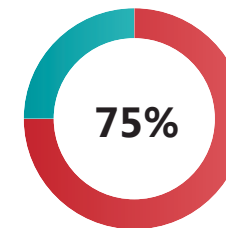
+3.18% CAGR during the forecast period (2021-2026)\*



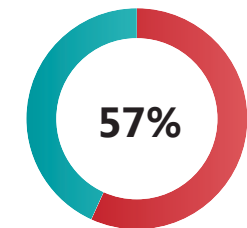
Specialty Vehicle Companies  
Expecting Sales Growth Over  
Next Year



Manufacturer



Distributor



Retailer/Installer

\*Source: SEMA State of the Industry Report 2021



# Utilize AI to Transform Fleets

As fleet managers have come to understand that Artificial intelligence (AI) is not replacing them, but assisting them in decision making, fleet managers and suppliers are quickly adopting new technologies to become more efficient and streamlined.

How is AI integrated with fleet management today?



Real-Time Fleet Insight



Predictive Repair and Maintenance



Improved Driver Safety

For the specialty vehicle supplier, this means that customers are looking for more advanced and versatile technology with each new purchase.

## \$74.5bil

The global Automotive AI market is expected to reach \$74.5 billion USD by 2030\*

## 98%

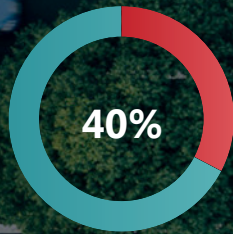
By 2030 as many as 98% of new vehicles will have AI technology\*

\*Sources: Statistica, FutureBridge

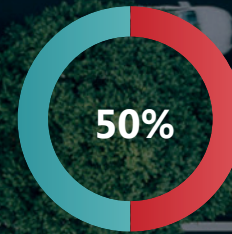


# Predictive Repair and Maintenance

Predictive vehicle maintenance saves time and resources spent on diagnostics and unplanned downtime as well as gives managers a more robust view of fleet status and condition.



**Up to a 40% cost reduction over traditional maintenance models**



**AI based equipment and vehicle maintenance leads to 50% less downtime**





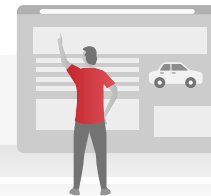
# Transform the Customer's Journey

With the right tools, specialty vehicle manufacturers can create digital experiences that transform the customer's journey, from research to purchase. Interactive websites provide the ability to showcase the features of the vehicle or easily allow the customer to compare customization options. With Artificial Intelligence and the right Customer Relationship Management (CRM) tool, customer information and history can be collected and analyzed in a matter of seconds to help businesses deliver a more personalized customer experience.

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*Customers are more digital than ever before*



*Customers desire seamless experiences*



*Personalization is expected at all touch points*



# Build Loyalty

Building customer loyalty in the automotive industry is difficult, with purchases being large and often a decade-long investment. However, many brands in the specialty vehicle market have found ways to overcome these roadblocks and build successful customer loyalty programs. Daimler Trucks North America has run a successful loyalty program, Trucks Bucks, rewarding customers with discounts on parts and services as well as special product incentives. Trade-in programs also remain an effective way to retain customers and encourage them to upgrade. Programs such as these allow customers to remain confident in their brand's ability to supply parts and provide services, as well as save money on the total cost of ownership of the vehicle.

"Satisfaction is a rating.  
Loyalty is a brand."  
- Shep Hyken

## Loyalty program requirements:



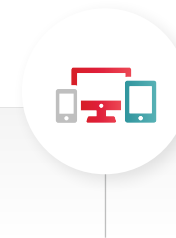
Secure data to prevent fraud and theft



System to calculate and share information on customer's invoices and statements



System to track and facilitate redemption



Solutions to promote complementary and targeted offerings to customers in every interaction and medium (web, mobile, phone, in-person)



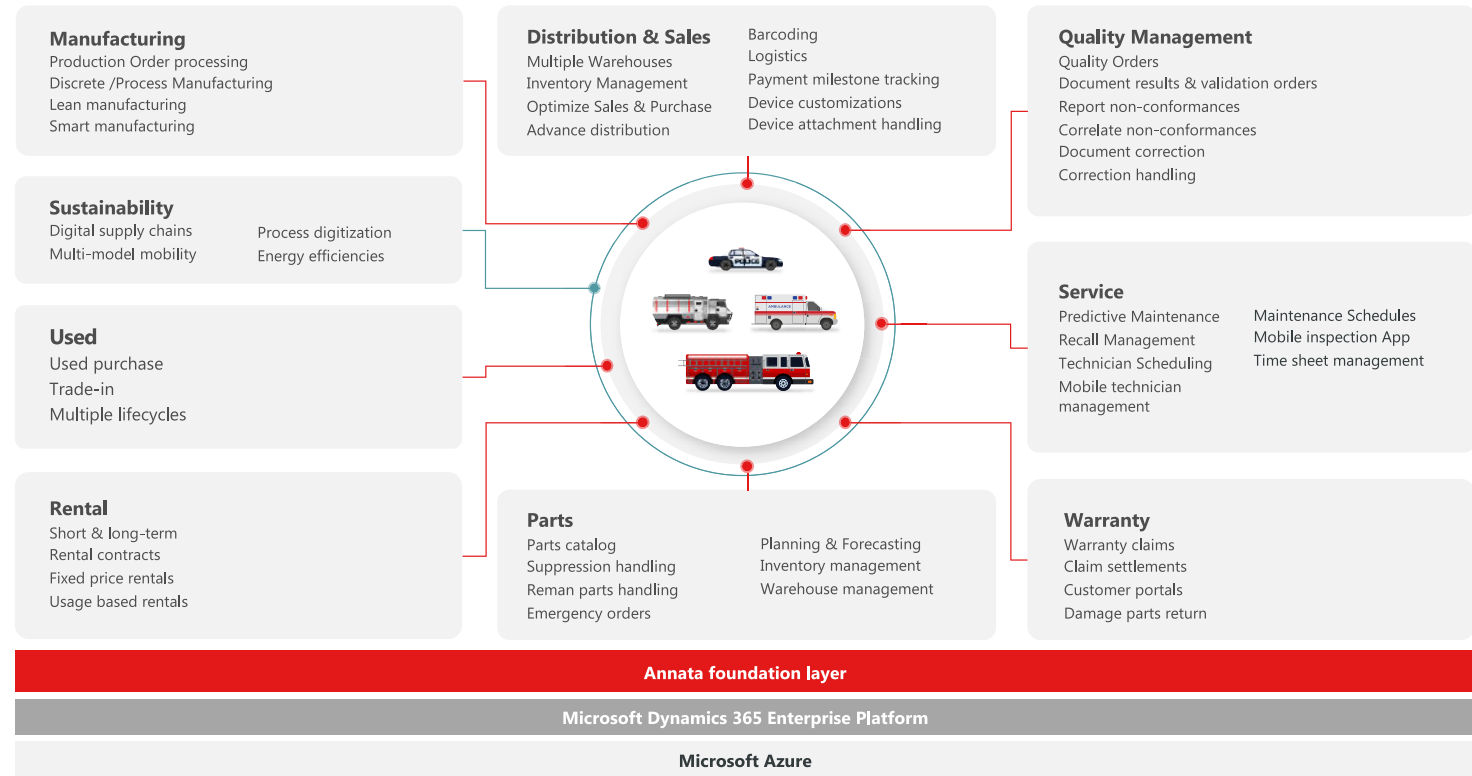
# Support Customer and Vehicle Lifecycle

With the right solution, customers can remain engaged and empowered with access to insightful information about the status of their vehicle through a single app enabling them to:

- Schedule services
- Receive maintenance reminders
- Keep track of vehicle costs
- Track warranty claims
- View vehicle statistics

This also provides sales managers with a quick, unified, 360° view of the customer for a continuous, seamless customer experience.

## Microsoft Dynamics 365 + annata365 Lifecycle & Value Chain Management Solution







# Configure-Price-Quote

Specialty vehicles are highly customized and tailored to very specific needs, often making quoting prices and tracking custom orders a challenge. Configure-Price-Quote (CPQ) software allows manufacturers to deliver rapid, consistent, and accurate quotes for orders. CPQ supports customers and dealers to create and price complex orders with ease.

It takes non-CPQ users 73% more time to produce a typical quote or proposal.

\*Source: SoftClouds

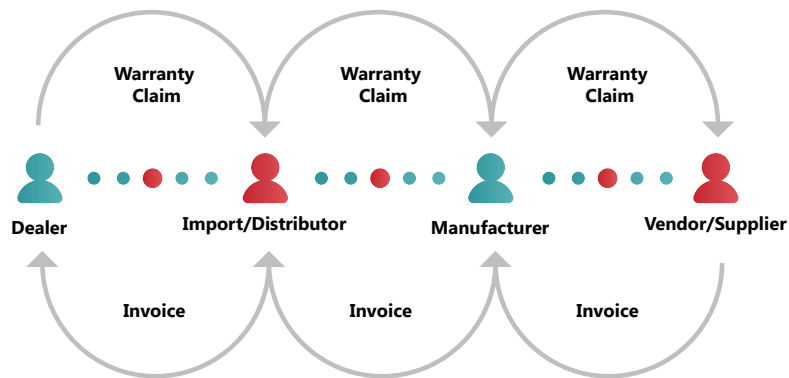






# Warranty Management

Warranty management is one of the most daunting tasks in the vehicle lifecycle. Managing large amounts of data brings the possibility of errors at different levels. Warranty management reaches beyond the final product and includes managing warranty claims for all aspects of the vehicle, including 3rd party add-ons such as chair lifts, hydraulic pumps, emergency lights, and safety systems.



Warranty management solutions help businesses to effectively manage warranty claims by providing:

- Automatic warranty claim validation
- Able to support service and recall campaign
- Effortless management of outbound and inbound warranty claims
- Standardized and extended warranty features
- Fully functional to connect with work order component
- Support preliminary invoicing and pre-work approval
- Ready for project module integration including child project item
- Smooth part return and replacement processes
- Seamless integration to dealer portal and other external interfaces

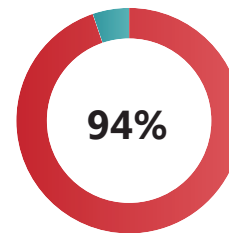




# Prioritize Driver Safety in Autonomous Vehicles

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The number of driver-assistive vehicles on the road is growing. The continuing evolution of autonomous technology aims to deliver even greater safety benefits for both passenger and commercial drivers. With 94% of serious crashes attributed to human error, the rise in autonomous technology has the potential to remove human error from the equation altogether, drastically reducing accidents and saving countless lives.



The percentage of serious accidents that could be reduced by autonomous vehicles.

\*Source: NTHSA Fatality Report 2016





# Planning for Sustainability in Manufacturing

Sustainability can be a difficult and tricky topic for businesses, but it's one that customers care deeply about. With growing concerns about climate change and negative environmental impact, stakeholders are pushing automotive manufacturers to improve their business practices of working, culture, and manufacturing. While 74% of OEMs have an electric vehicle plan\*, sustainability in business has come a long way and is no longer simply about environmental impact but has now expanded to include social sustainability as well.

The focus of sustainability is doing things in a way that minimizes the negative impacts and maximizes the positive impacts of the business on the world around us. The role of a business in sustainability is to find the areas where the most difference can be made, without voting the business out of existence.

Only 9% of the automotive organizations surveyed by Capgemini have a mature sustainability program, while 26% have been lagging behind considerably.

\*Source: Capgemini - The Automotive Industry in the Era of Sustainability 2020







# Increasing Vendor Collaboration



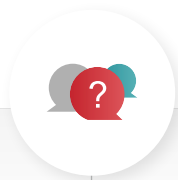
Increasing vendor collaboration also helps to further sustainability goals. Allowing businesses to maintain lower inventory levels, optimizing transportation usage and cost, and lowering warehousing costs. Finance and Operations management solutions enables managers to gain full visibility into demand and vendor performance.



## Benefits to Increased Vendor Collaboration:



Ability to maintain lower inventory levels



Increased responsiveness



Reduced risk



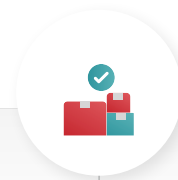
Optimized transportation usage and cost



Lower warehousing cost



Shortened lead times



Reduced out-of-stock levels



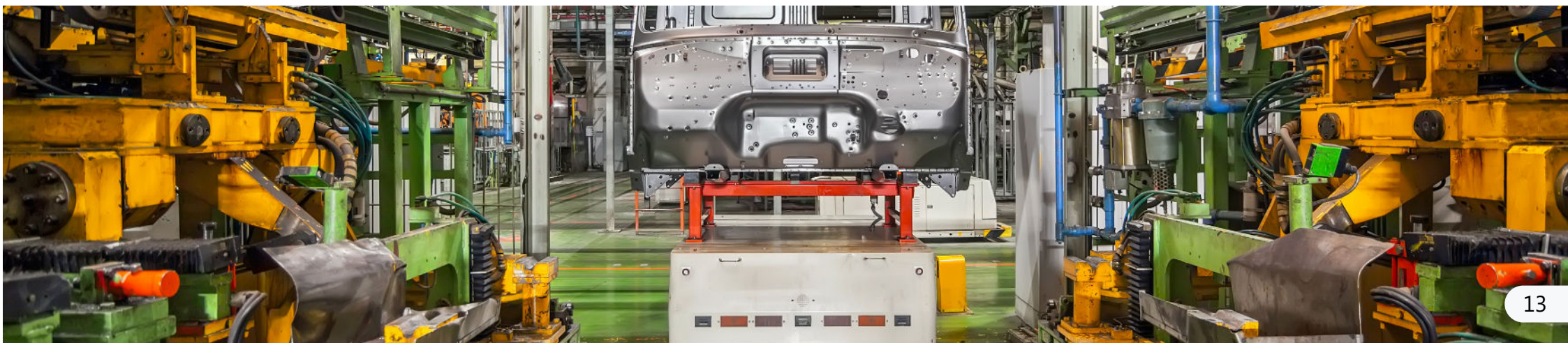
# Supply Chain Planning

## How do manufacturers plan for disruptions in the supply chain?

The supply chains for vehicle manufacturers and their sales channels are already one of the most complex in the world, and bringing this into the specialty vehicle industry makes it even more so. Changes in manufacturing processes, disruptive technological trends, changing governmental regulations, and rising consumer demands challenge business communities in the specialty vehicle industry to optimize business processes and increase customer satisfaction.

The supply chain disruptions such as the global chip shortage has prompted the automotive industry to seriously rethink supply chain disruption, considering further diversification, inventory stocking, or rethinking just-in-time manufacturing.

With significant challenges in managing the scope, scale, and complexity of today's automotive supply chain, industry vertical business solutions allow for streamlined sales and operations planning and agile manufacturing processes to ensure on-time delivery to customers with the right product.

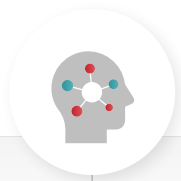




# Dealer and Distributor Support

Relationships between manufacturers and dealers/distributors are changing at a rapid pace. With many new vehicle manufacturers selling direct to consumers, others are left questioning how to best leverage and support their distribution channels. Dealers can be much more than a channel into local customers, often playing important roles in providing pre and post-sale customer support as well as key insights into their market.

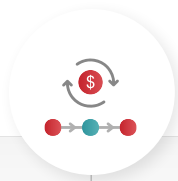
## How do manufacturers better support their dealers and distributors?



Educate distributors about the product



Build lasting partnerships



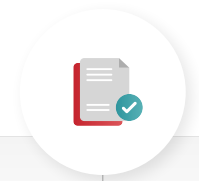
Invest in technology



Provide sales and ordering support



Create well-branded sales & marketing material



Provide quick and easy access to warranty process

Industry-specific solutions provide manufacturers and dealers with key analytics and insights, including insight into available inventory of units and parts as well as dealer performance and analytics.

Turning the manufacturer-distributor relationship into one that benefits all parties (manufacturer, distributor, and customer) is no easy task, but with careful planning, investment, and support the lasting relationships will provide value in all areas of business.





# About Annata

annata365 is a global independent service provider that leverages the technological power of Microsoft Dynamics 365 and provides intuitive business solutions designed specifically for businesses in the automotive industry. Our award-winning solutions and services are built from listening to industry professionals from all around the world.

Annata's unified technology solutions are tailor-made to assist automotive manufacturers, distributors, importers, dealer groups, rental companies, and fleet operators to transform existing business processes through cloud-enabling digitization, automation, and advanced analytics with the use of artificial intelligence, IoT technologies, and machine learning.

"We see the coming years as being the most exciting time for the automotive industry. Our cutting-edge solutions on top of Microsoft Azure and Dynamics has once again proven to be a winning combination for the most ambitious automotive and mobility companies."

- Jóhann Jónsson, Annata CEO





Let us help you optimize your technology and business systems to fuel your specialty vehicle business growth and sales.

**Annata consists of highly motivated professionals, who through creativity, collaboration, and commitment, assists customers excel in their business.** With partners in over 50 countries and all continents, annata365 is professionally delivered by hundreds of consultants to international and local customers.

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