From Manual Bottlenecks to Autonomous Efficiency: A Luxury Automaker's Digital Journey

ABOUT THE CUSTOMER ⌄

This customer is an iconic luxury automobile manufacturer with a century-long heritage, formed through the merger of two prestigious car brands. Operating in over 150 countries, it generates annual revenues exceeding USD 25 billion and employs more than 40,000 professionals worldwide. While leading the industry with innovation and sustainable mobility solutions, the organization also manages complex challenges arising from diverse legacy systems inherited during its inception.

THE BUSINESS CONTEXT ⌄

With a legacy shaped by numerous mergers and acquisitions, this luxury automaker operates a vast and complex IT ecosystem comprising hundreds of disparate modern and legacy systems inherited from its former group companies.

Despite financial challenges, the organization is committed to driving customer loyalty, reducing operational costs, and accelerating innovation.

After relying on a leading RPA vendor, for the last few years, for automation, the company adopted Digitate's ignio™ AIOps and ignio™ AI.ERPOps to increase the automation index, increase business resilience, improve customer satisfaction and enable teams to work on strategic projects rather than repetitive tasks.

KEY HIGHLIGHTS ⌄

80-95%	Success rate of ignio automation
2500+ hours	Effort savings per month by incumbent replacement
3500+ minutes	Saved daily by automating access provisioning for critical applications

1 Reducing financial impacts due to IDoc errors ⌄

The Challenge:
The customer was grappling with frequent mismatches in the wholesaler catalogs across key Asian markets - Japan, Korea, Singapore, and Taiwan - resulting in lost sales opportunities for in-stock vehicles and negatively impacting customer experience. With over 10 such incidents monthly, the challenge was significant. Inventory management relied on D42, which transmitted IDocs to SAP for updating vehicle and parts storage locations. However, SAP processing errors often caused IDocs to fail, preventing updates from D42 to SAP eSmart and leading to missed revenue opportunities. This recurring issue highlighted the urgent need for a robust, intelligent automation solution.

Solution:
Digitate was chosen by the customer to leverage AI.ERPOps to reduce business disruption due to incidents in SAP. **AI.ERPOps** provides end-to-end management of IDocs, from monitoring and error detection to autonomous resolution with approvals. If unresolved, errors are sent to a manual queue for further action. To resolve the issue of inventory mismatch in the wholesale systems, the customer leveraged the IDoc Management solution. This solution proactively monitors the IDocs passing from D42 to ESmart and reports when there is an IDoc failure. Typically, each IDoc contains information about a specific vehicle and by implementing this solutions, the IDoc failures have reduced by 85%.

Values Delivered ⌄

✓ Increased the sales resilience by relieving end of the month pressures

✓ Ensured better customer satisfaction as the instances of mismatched inventory was greatly reduced

✓ Reduced manual intervention and human errors for access provisioning

2 Improving productivity by faster access provisioning for critical applications ⌄

The Challenge:
The IT team handled over 550 daily requests for access to critical applications, repetitive yet time-sensitive tasks that consumed significant effort. Manual processing caused delays, increased turnaround time (TAT), and frequent back-and-forth with users, impacting productivity and the team's reputation. Skilled SMEs were tied up with routine work instead of strategic initiatives. Recognizing these inefficiencies, the organization identified automation as essential to streamline workflows, eliminate errors, and accelerate response times.

Solution:
Most access provisioning requests stemmed from applications like Tableau, RSA, and SCCM which were automated. Common requests such as license assignment, employee onboarding, and exit processes were fully automated, eliminating the need for manual intervention and streamlining operations.

3 | Improving customer satisfaction by faster vehicle key processing ⌄

The Challenge:

The customer leverages Vehicle Security Application (VSA), a critical application, that stores the security information for a vehicle including mechanical key profiles. The key profiles are integral information to process a new key for existing vehicle in case of key loss or provide a new key for new vehicle during the vehicle handover. There were many instances when the business user could not generate the new key in the VSA system leading to a poor customer experience.

Solution:

ignio autonomously captures the request, uses the vehicle identification number (VIN) provided by the end customer, updates it in the VSA system, and generates a new key—eliminating a traditionally repetitive manual task. This automation significantly reduces turnaround time, boosts productivity, and ensures timely key handovers. Once the business user confirms completion, ignio closes the loop through an end-to-end self-heal process, proactively notifying all stakeholders. The result: improved operational efficiency, enhanced customer satisfaction, and minimal impact on manufacturing systems.

Values Delivered ⌄

✓ 40+ new requests every month for acquiring a new key via VSA fulfilled by ignio

✓ Increasing vehicle key support coverage from 8x5 to 24x7 to increase customer satisfaction

✓ 60% TAT reduction by automating transactional process

4 | Process improvement by leveraging automation ⌄

The Challenge:

The customer's IT team faced a heavy ticket load and time-consuming manual tasks like incident assignment, SLA creation, and employee onboarding. Many issues required SMEs with tacit knowledge, limiting their ability to focus on strategic work. These inefficiencies increased turnaround time, headcount, and errors, impacting productivity and stakeholder satisfaction.

Solution:

- Leveraging the automation capabilities of ignio, 2000 incidents were auto-assigned per month. The incidents were assigned considering the workload and subject matter expertise.
- More than 32 SAP SLA manuals were auto-created by ignio, reducing manual errors completely.
- Employees were onboarded 3x faster by automating device workorder creation.

Key Highlights:

- IDoc failures reduced by 85%
- Access provisioning fully automated end-to-end
- Vehicle key generation autonomously executed
- Incidents auto-assigned improving productivity