



i m a w e b

A European leader for Automotive Distribution.

A market player for a new deal

The latest events, and in particular the health crisis, have amplified and accelerated major trends in automobile distribution, especially for its customers: private or professional:

- The use of the car as a means of mobility is reinforced because it allows social distances to be respected during the journey.
- Customers want to be able to access more services and carry out as many transactions as possible remotely, in **digital mode**. For the dealership players it is also essential as not to freeze all sales in the event of a new health crisis.
- However, crisis situations also amplify customers' **emotions** and it is still necessary to **reassure** them when they make a purchase and to **inspire confidence in them, even remotely**.
- New vehicles (electric, hybrid, etc.) as well as new uses (purchase of mobility services instead of buying a vehicle) are bound to develop with the encouragement of the States.

The players in the Automotive Distribution, of which Imaweb is a part, must therefore develop their practices, services and offers in order to meet these new needs.

Omnichannel or Be available on both channels: physically/dealership and remote/digital.

Dealership networks must therefore become **hybrid or omnichannel** by rethinking the experience of their customers in digital mode with issues such as:

- Rethinking the provision of services by making them simple and transparent.
- Offering new functions available remotely such as electronic invoicing or electronic signature.
- Personalize the relationship with each person in order to recognize their specific needs and communicate in an authentic way.
- Offer a rich experience with video, images, augmented reality.
- Increase its reachability and availability: schedule, chat, call centre.
- Be able to work remotely.

Imaweb fundamentals

600
employees.

21
With operations in 21 countries.

40
year-long experience.



- Specializing solely in automotive distribution.
- Active in the networks of all Brands.
- Digital, CRM, DMS, Web Sites, BI: a complete offer for Manufacturers and multi-brand Dealership Groups.

Making our Customers better

Our raison d'être is to develop software and services with which you can serve your customers effectively. For us, this means:

- Understanding the needs of the market.
- Developing adapted solutions.
- Ensuring ergonomics (UX, UI) that are appropriate for users.
- Informing and advising.
- Ensuring security.
- Ensuring the evolution and durability of our solutions.

Our values

Innovation

For us, innovation is a guarantee of performance and durability. Thus, we strive to:

- Keep our technical platforms up-to-date; these must remain based on open standards.
- Rapidly develop new modules according to market trends: Digital Signature, Consent Center, Sales Mobility, Digital Workshop.
- Continually monitor techniques and uses in order to be "in time to market".

Search for Excellence

We invest a lot in the quality and performance of our offers and services through dedicated tools and resources:

- Version management.
- Automatic tests.
- Automatic updates.
- Satisfaction surveys.
- Support Management.

The Human element is the key

Human relations are present at all levels and we take this into account:

- On training courses and change management.
- In-office, via the training provided to our employees.

We are very attentive to the quality of our hiring and the continuous training of our employees.

Solutions designed for digital

We offer a complete information system for Automotive Distribution designed to establish digital interactions with your customers.



So that you can better serve your customers with an integrated, digital IT solution including CRM, DMS, Business Intelligence, Website and social networks with which your software communicates and interoperates through an open integration platform.

An integrated solution for all your activities

We connect all your software: Automotive DMS, Automotive CRM, Manufacturer Interfaces, Accounting, Business Intelligence and Web Site on the same platform.

We take care of the communication between the systems so that you can concentrate on your processes and your customers.

An integrated solution

Anticipate the needs of your customers

Quickly process all requests received from your website or from your Manufacturers: purchasing of new or used cars, vehicle servicing and repair.

Use your customers' data to reach out to them according to their situation or the condition of their vehicle.

Standardize your processes

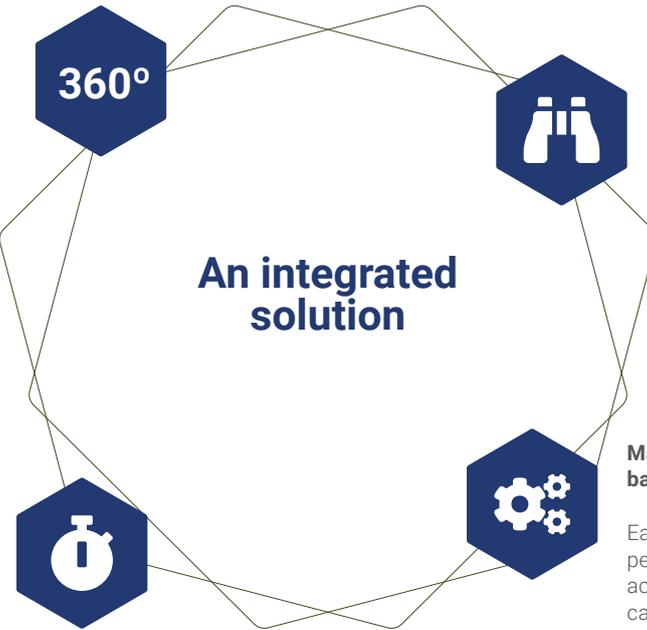
The sale or servicing of a vehicle are specific activities that are developed in our automotive solutions. Standardize your processes in order to improve the quality of your services and your profitability.

Pool your dealership resources and infrastructure and reduce ownership costs. Streamline knowledge and increase software usage.

Manage your business based on your results

Each day, we provide you with your performance indicators specific to the activities of the vehicle dealership. You can check the progress made (i.e., extent to which goals are met) and you can make comparisons between your sites and car brands.

You decide what actions to implement with your teams to improve your performance.



The Imaweb integrated platform.

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|---|--|---|
|  CRMAUTO |  digital SIGNATURE |  sales MOBILITY |
|  aftersales ASSISTANT |  digital WORKSHOP |  data MINING |
|  datacar DMS |  eris MOTORS |  i'car DMS |
|  BI360 |  consent CENTER |  WEBSITES |



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