

minsait

An Indra company

# Driving innovation in the automotive sector

Solutions and services for OEMs,  
equipment and component manufacturers







New trends and mobility alternatives have accelerated the transformation of the automotive sector

Minsait, faces digital evolution challenges, providing innovative products, services and experiences.

**+8M** vehicles manufactured with minsait technology support

#### Management

Critical technological infrastructure management of one of the leading vehicle manufacturing plants in Spain.

#### Maintenance for

Commercial applications maintenance for the leading premium brand in Spain.

#### Maintenance

Key production and logistics applications support and maintenance for one of the world's largest vehicle manufacturers.

#### Provision

of 92% of the automotive sector EDI document traffic in Spain.





# The client as the centre of the organisation

Transforming the relationship with the client through differential experiences and the automation of the commercial processes

## Commercial strategy

Analyzes the current situation, establishes objectives and a future vision on the omnichannel sales strategy, product mix and digital marketing.

## Loyalty and active listening

Builds customer loyalty to the brand by improving after-sales retention levels, and measuring the customer's experience.

## Marketing Automation

Works along the activation funnel, adapting commercial strategies to offer the right message along the customer journey, automating campaign generation and improving lead conversion.

## Customer Knowledge

Transforms data into insights needed to maximise communications, detect new opportunities and decisively impact the business.

## Evolution to e-commerce

Strengthens the processes of online vehicle sales and to promote the direct channel as well as the contracting of financing and leasing products, relying on process automation and digital verification.

## Purchase experience

Automates customer service, assistance processes and incorporates differential elements such as video marketing and virtual reality into the vehicle purchase experience.

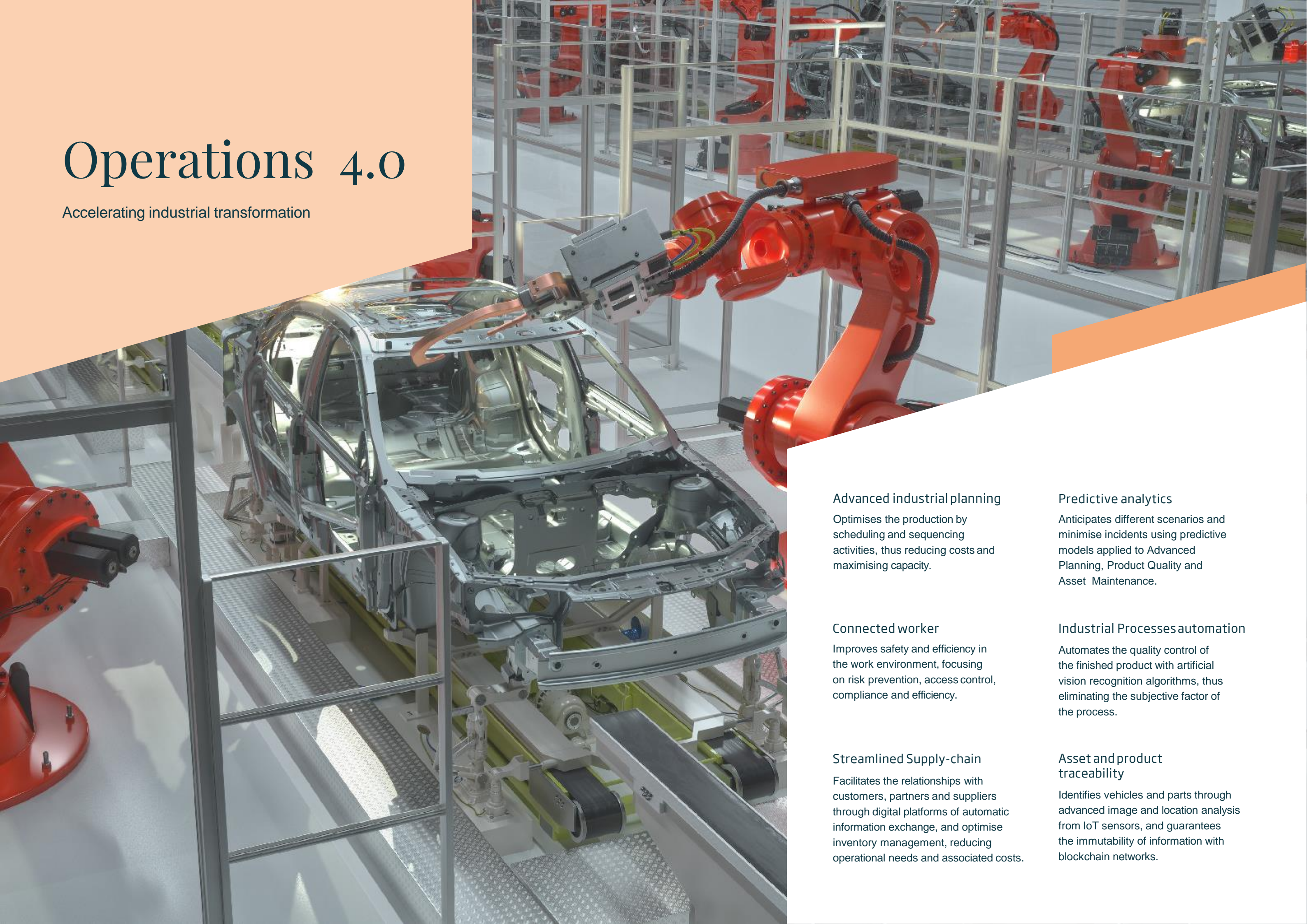
## Comprehensive After-Sales Service

Improves the relationship between the brand and its network of dealers and associated workshops, incorporating Integrated Management Systems, solutions based on Artificial Intelligence, and technical maintenance of peripherals devices, relying on our network of specialised technicians.



# Operations 4.0

Accelerating industrial transformation



## Advanced industrial planning

Optimises the production by scheduling and sequencing activities, thus reducing costs and maximising capacity.

## Connected worker

Improves safety and efficiency in the work environment, focusing on risk prevention, access control, compliance and efficiency.

## Streamlined Supply-chain

Facilitates the relationships with customers, partners and suppliers through digital platforms of automatic information exchange, and optimise inventory management, reducing operational needs and associated costs.

## Predictive analytics

Anticipates different scenarios and minimise incidents using predictive models applied to Advanced Planning, Product Quality and Asset Maintenance.

## Industrial Processes automation

Automates the quality control of the finished product with artificial vision recognition algorithms, thus eliminating the subjective factor of the process.

## Asset and product traceability

Identifies vehicles and parts through advanced image and location analysis from IoT sensors, and guarantees the immutability of information with blockchain networks.



# The evolution of the corporate *backoffice*

Digitisation and automation - keys in the corporate strategy

## Digital strategy

Stays updated about the evolution of innovation systems and strategies, establishing models of intra-entrepreneurship and transformation offices.

## Talent and collaboration

Creates new links and forms of communication between employees through mobile and collaborative solutions, virtual training and evaluation and compensation models.

## Smart automation of operations

Optimises business processes through digitisation, automation and robotisation to improve operational efficiency in all areas of the company.

## Transformation of economic-financial processes

Implements corporate strategies in the financial departments and optimises tax management.

## Comprehensive content management

Provides comprehensive management of the organisation's data through information capture, processing and document management solutions to protect and facilitate access to it.

## Infrastructure and Cybersecurity

Drives the optimisation of the infrastructure and communications operation. Integrates corporate cybersecurity monitoring and supervision models increasing the level of protection and avoiding cyber risks.

# Differential Solutions and Services

## Automotive and Components Sector

### 01. Management & Customer Service

#### Commercial Strategy

- Redefining Relationship Models
- Definition of new Offer and Commercial model
- Design of the Omnichannel Strategy

#### Marketing and Sales

- Self-service in Customer Care with Chatbots
- Intelligent management of customer feedback and surveys
- Advanced analytics for smart CRMs
- Automation of vehicle valuation
- Enablers for Pay per Use of Vehicles

#### Dealers and Workshops

- Immersive dealer experiences
- Automatic Vehicle Survey
- Advanced spare parts management

#### Financing

- Automation of financing records
- Risk analysis and fraud detection

### 02. Operations 4.0

#### Planning and Production

- Advanced Planning: Scheduler
- Demand forecasting and operation optimisation
- Integrated visibility of the operations
- Connected worker
- Predictive quality and image verification
- Material traceability by image processing and IoT
- Guarantee of traceability and property with Blockchain

#### Plant Maintenance and Operation

- Energy efficiency of installations and buildings
- Facility management
- Predictive maintenance of assets
- Asset, Fleet and Machinery Management
- Field Service, Inspection of spaces and assets
- Immersive training with Virtual/Augmented Reality

#### Logistics and Procurement

- Transport management and optimisation
- Advanced warehouse management
- B2B platform for managing the logistics cycle

### 03. Evolution of the Backoffice

#### O3.1 IT

##### Systems and Digital Transformation Plans

##### Applications and Developments

- Portals, Applications and Developments
- Advanced system architectures
- Analytics and Data Governance
- Documentary Management, Certified Digitalisation, Electronic Signature
- Maintenance and Management of Applications

##### Infrastructure, Communications and Security

- Digital Workplace, Networking and Collaboration
- Networking, communications, CCTV
- Advanced Cybersecurity Services
- Evolution towards the Cloud model
- Infrastructure Management
- Specialised technical service for peripherals

#### O3.2 Administration and Finance

##### Accounting and finance

- Fiscal management: SIGEFI
- Budgeting and Consolidation
- Risk Management
- Treasury Management
- E-invoicing

##### Administration and Purchasing

- Process automation and RPA
- BPO Document Management
- Purchasing & collaborative portals and management of the supplier incorporation process

#### O3.3 Talent and Staff

##### HR

- Payroll and Employee Portal
- Digital employee record
- Compensation Models

##### Training and Talent

- Talent Management
- eLearning, Training Models, Design and Development of online courses



¿Want to know more?

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# Mark Making the way forward

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