



KEY GROWTH STRATEGIES FOR THE SPECIALTY VEHICLE MANUFACTURER

Optimizing technology and
business systems to fuel growth
and sales

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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

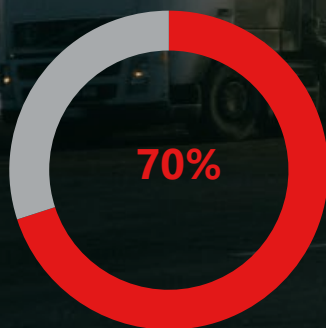
\$113.21 Billion

by 2026

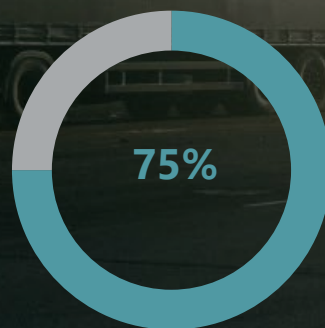
+3.18% CAGR during the forecast period (2021-2026)*

Specialty Vehicle Companies Expecting Sales Growth Over Next Year

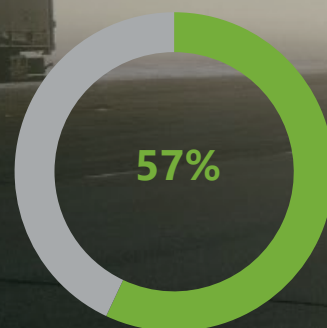
SEMA State of the Industry Report 2021



Manufacturer



Distributor



Retailer/Installer

Utilize AI to Transform Fleets

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

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.

\$74.5 bil

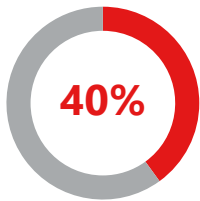
The global Automotive AI market is expected to reach \$74.5 billion USD by 2030*

98%

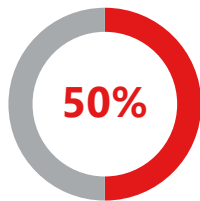
By 2030 as many as 98% of new vehicles will have AI technology*

Predictive Repair and Maintenance

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



Up to a 40% cost reduction over traditional maintenance models

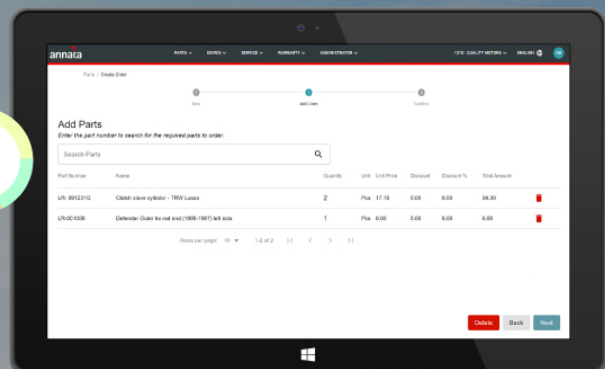


AI based equipment and vehicle maintenance leads to 50% less downtime

Predictive repair & maintenance



ANNATA 365
DEALER PORTAL



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 vehicles features or easily allows the customer to compare customization options. With Artificial Intelligence and the right CRM, 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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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 brands ability to supply parts and provide services, as well as save money on the total cost of ownership of the vehicle.

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)

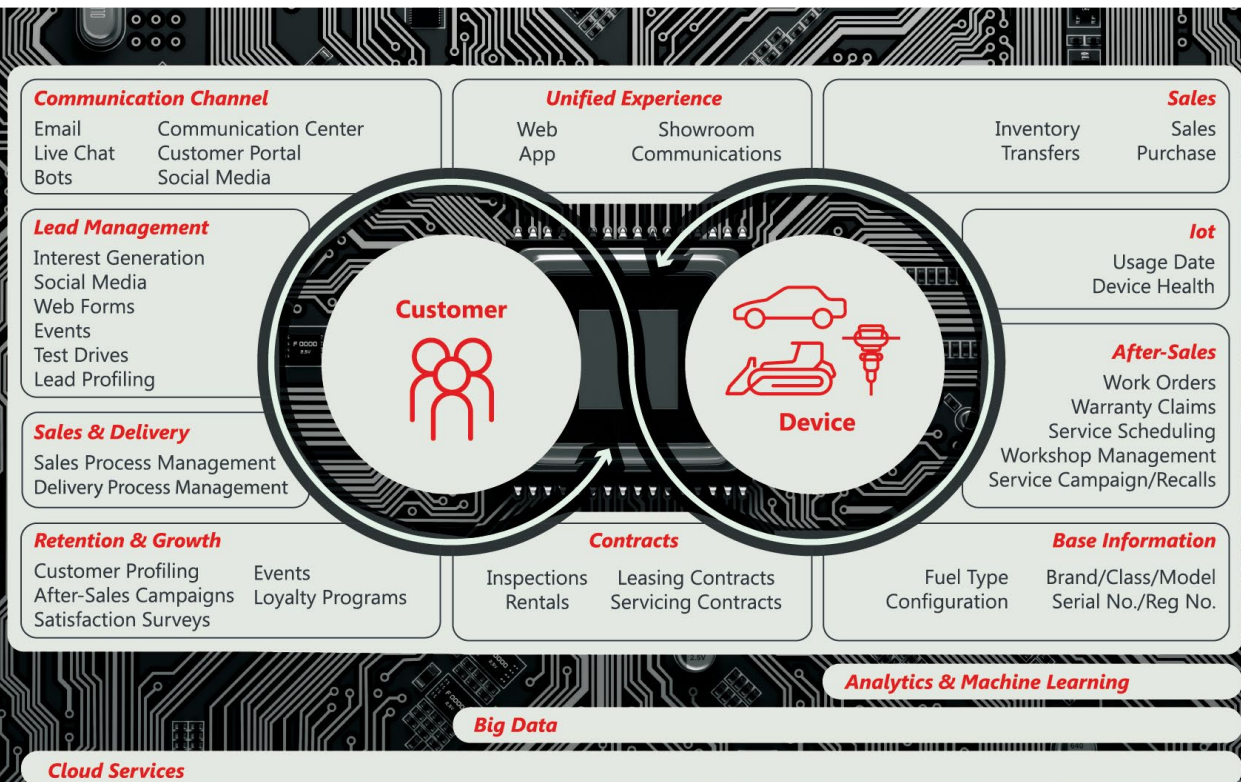
“You don't earn loyalty in a day. You earn loyalty day-by-day.”
- Jeffrey Gitomer

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 total vehicle profitability
- 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.





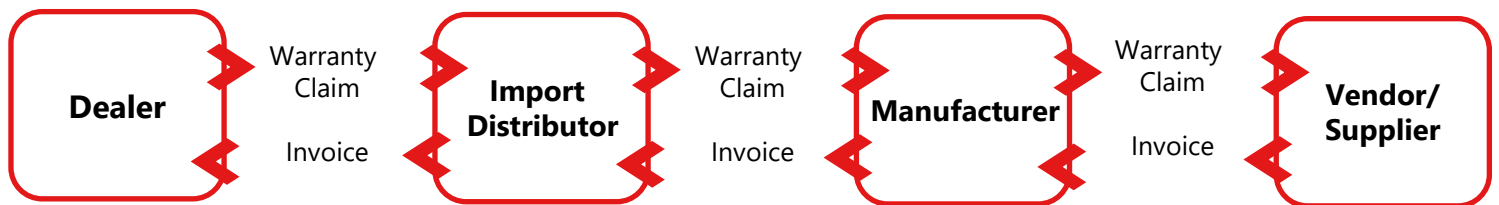
Configure-Price-Quote

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.

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.



The most effective warranty management solutions help businesses to effectively manage warranty claims by providing:

- Automatic warranty claim validation
- Supports service and recall campaigns
- Effortless management of outbound and inbound warranty claims
- Standardized and extended warranty features
- Fully functional connection to work orders
- Supports preliminary invoicing and pre work approval
- Smooth part return and replacement processes
- Seamless integration to dealer portal and other external interfaces

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.

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

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



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

The supply chain for vehicle manufacturers and their sales channels are already one of the most complex in the world, 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.

How do manufacturers plan for disruptions in the supply chain?

The supply chain disruptions, such as the global chip shortage, have 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 manufactures 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

Annata offers a range of artificial intelligence and machine learning solution accelerators to solve business problems and facilitate business processes for the automotive industries. The Annata Analytics business solution and the Microsoft Power Platform empowers automotive dealers and manufacturers to make data driven decisions that are guaranteed to increase the operational efficiency of the business. Annata Analytics provides businesses with direct access to a large amount of information which enables them with a better idea about their customers and connect with each customer on a more personal level.

“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

Learn More

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

In order to optimize your technology and business systems, you need to first assess how your current systems are performing. **Talk to one of our specialists today to receive a free assessment of your current processes.**

Read More:

[3 Ways Artificial Intelligence and IoT is Transforming Fleet Management](#)

[Creating A Fortified Management System For Citroen Chile with Annata 365](#)

[Embracing New Business Models with Integrated, Cloud-Based Solutions](#)

Contact

USA – Chicago

Telephone: 773.231.2005

Email: info@annata365.com

USA – Miami

Telephone: 305.351.2016

Email: info@annata365.com

CANADA – Toronto

Telephone: 289.714.2012

Email: info@annata365.com

LATIN AMERICA

Email: info@annata.com.br

WEBSITE

www.annata.net

ICELAND - Kopavogur

Telephone: 354.412.1000

Email: annata@annata.is

UK – Manchester, Portsmouth

Telephone:

44.01202.237050

Email: uk@annata.net

GERMANY – München, Köln

Email: cee@annata.net

JAPAN – Tokyo

Telephone: 81.3.6890.8256

Email: Japan@annata.net

OTHERS

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