



CASE STUDY AUDI

How Audi integrated in-car commerce and rolled it out to 26 countries



Audi is a German manufacturer that designs, engineers and distributes luxury cars. As a member of the Volkswagen Group, AUDI AG represents sporty vehicles, high build quality and progressive design.

COMPANY SIZE

65 Billion USD

MARKETS

50+

HEADQUARTERS

Ingolstadt, Germany

INDUSTRY

Automotive

BUSINESS MODEL

B2C

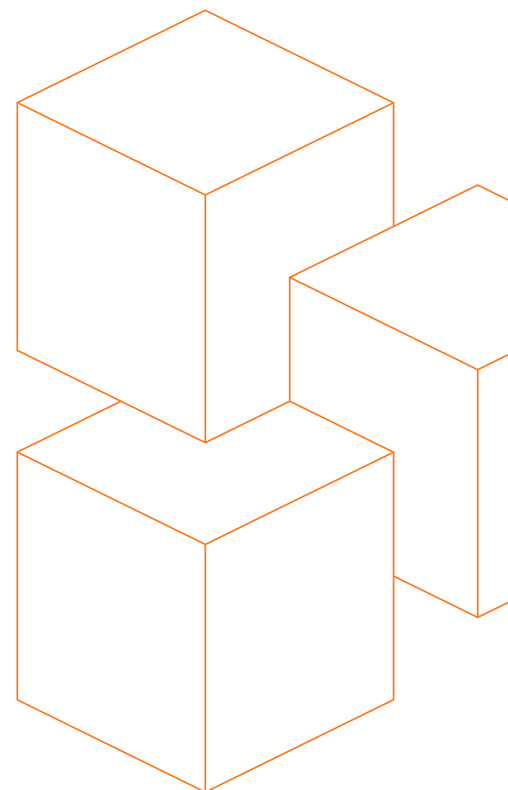
WORKED WITH PARTNERS

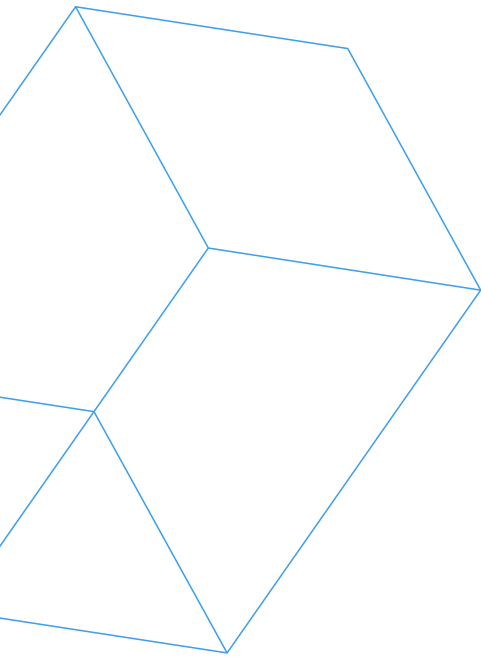
Diconium, Adobe AEM, AWS

The Challenge

To have the flexibility to respond to changing customer requirements, Audi needed to replace their traditional, bureaucratic corporate mentality with a new agile mindset. Additionally, they were in a position where their technical capabilities simply could not keep up with their business requirements for global commerce strategies. They also had limited control over their global network of dealerships and subsidiaries, which were spread across hundreds of systems.

It was clear that Audi's next-gen electric cars needed the most modern in-car commerce functionality to match.





The Solution

The Audi product information management (PIM) now sits on the commercetools commerce platform and is used to maintain information, such as prices, translations of product text, and functions and services, that benefit dealers and customers. Product data is stored and managed via a central data maintenance system that is location-independent. Output channels such as websites, web shops or points of sale are connected as standard.



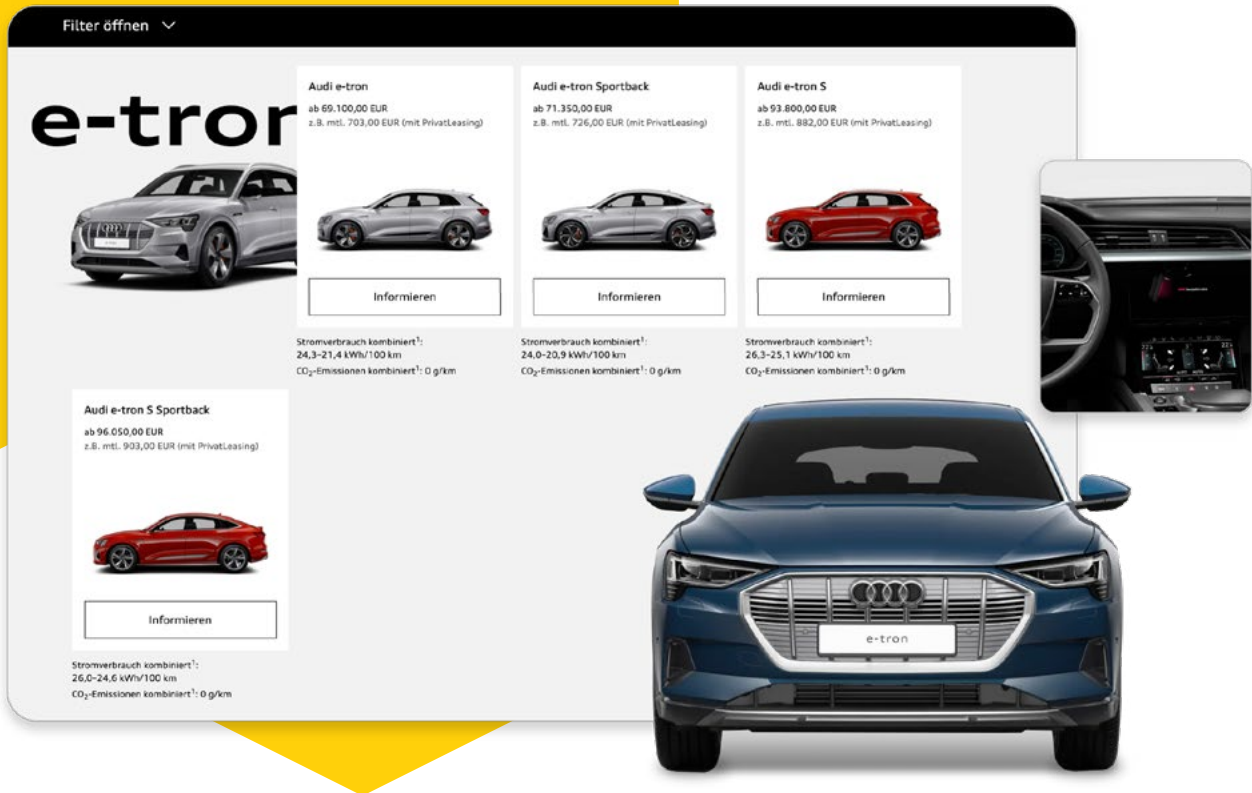
The Audi commerce platform has been built with 3 core values in its DNA: speed, adaptiveness and effectiveness. With commercetools as the backbone for our platform, we were able to build a scalable, global commerce infrastructure aligned with our values. As a result, we can now leverage new eCommerce business models at Audi in only a few weeks.

MATTHES KOHNDROW
PRODUCT OWNER DIGITAL BUSINESS, AUDI AG





Why it was a success

By utilizing the commercetools software, Audi customers can buy and activate new functions in their car via their myAudi app. On-demand capabilities of the new digital functions were launched in Germany before being rolled-out to other European markets.



commercetools features for Audi

- Functions-on-Demand**
- Allows customers to purchase car upgrades and additional features via an app or in-car settings.
-  **Commerce in the Cloud**
Makes real-time over-the-air updates to millions of cars and mobile devices around the world possible.
-  **100% Headless**
Decoupling the backend supports integration with a mixture of specialized services and in-house development.



About commercetools



commercetools is a next-generation software technology company that offers a true cloud commerce platform, providing the building blocks for the new digital commerce age. commercetools is one of the fastest growing enterprise software companies in Europe with 300 employees at its offices in Munich (HQ), Berlin, Jena (GER), Amsterdam (NL), London (UK), Zurich (CH), US Durham (NC), Singapore (SG), and Melbourne (AU). The cloud-native platform enables brands and retailers to build innovative shopping experiences across all touchpoints like web, mobile, voice, in-car and many more.