



## AMAG Automobil und Motoren AG, Switzerland



“We are pleased to have proaxia as a strategic partner who continuously provides us with innovation through the Dealer Management System proaxia VSS and supports the long-term development of AMAG Automobil und Motoren AG with simplified, customer-oriented processes.”

René Lázaro, Head of IT Retail & IT Service Center



### ABOUT AMAG GROUP

The AMAG Group is the largest car dealership in Switzerland and aims to be the leading provider of sustainable individual mobility. The company comprises various divisions such as AMAG Import, AMAG Automobil und Motoren AG, AMAG First, AMAG Services, AMAG Parking, AMAG Corporate Services, mobilog AG, AMAG Leasing, AMAG Energy & Mobility, as well as AMAG Innovation & Venture LAB.

- **Eighth-largest automotive dealer** in Europe (by revenue)
- Over **5,000 million francs** in revenue
- Over **7,500 employees**
- Operating throughout Switzerland

#### AMAG Automobil und Motoren AG

- **90 locations** across Switzerland
- Over **3,900 employees**
- Main brands: **Volkswagen, Audi, SEAT, Škoda, CUPRA, VW Commercial Vehicles, and Bentley**

### PROJECT OBJECTIVES

- **Increased efficiency through standardization:** Uniform and standardized processes reduce complexity and minimize application errors. Optimized workflows lead to greater efficiency and transparency in day-to-day operations.
- **Strengthening customer loyalty through digital integration:** The seamless integration of the ERP system into the digital web landscape – including the customer portal – creates real added value. Digital services enhance the customer experience and increase interaction along the customer journey.
- **Future-proof platform for aftersales:** With proaxia VSS, Retail Aftersales receives a modern, technologically future-ready solution that can be continuously enhanced. Release capability, maintainability, and scalability form the foundation for sustainable growth.

### WHY DID AMAG CHOOSE PROAXIA VSS?

- **Deep industry expertise in automotive retail:** proaxia has many years of experience in the automotive sector and a comprehensive understanding of end-to-end retail processes. Through numerous projects with well-known retail groups, proaxia has been acting as a reliable and valued partner for many years.
- **Integrated and standardized aftersales processes:** proaxia VSS enables fully integrated aftersales processes – from digital customer interaction through to the ERP system. Media discontinuities are reduced, data is consolidated, and process quality is sustainably improved. The result is a consistent, modern customer experience.
- **Holistic approach beyond consulting:** In addition to traditional consulting, proaxia offers modern support and training concepts. This ensures not only the technical implementation but also sustainable integration within the organization and operations.

### VSS & SAP S/4HANA

- ERP-grade efficiency with real-time financial transparency and control.
- Built to scale growth across brands, markets, and business models.
- Data-driven upselling that turns customer interactions into growth opportunities.
- One end-to-end service platform that ensures consistent customer experiences while running aftersales efficiently.
- Efficient multi-brand operations through standardized OEM integration with local flexibility.
- A trusted SAP DBM heritage, modernized to support future success.



### TECHNICAL PROFILE

SAP S/4HANA Release:	<b>S/4HANA 2023</b>
VSS Release:	<b>VSS 7.0</b>
Sprachen:	<b>DE, FR, IT</b>
VSS-Users:	<b>3001</b>

#### Implementation partner

**proaxia**



More information about proaxia VSS



proaxia consulting group ag  
Telephone +41 56 418 20 80

Industriestrasse 176 8957 Spreitenbach, Switzerland  
Fax +41 56 418 20 81 info@proaxia-consulting.com

[www.proaxia-group.com](http://www.proaxia-group.com)

Spreitenbach Nuremberg Breslau Dubai Beavercreek Tokyo Nagoya Osaka Singapur Jakarta