



**AUTOMATING INCENTIVE PLANNING  
WITH A MENDIX-POWERED SOLUTION  
FOR A GLOBAL AUTOMOTIVE OEM**

# About the Customer

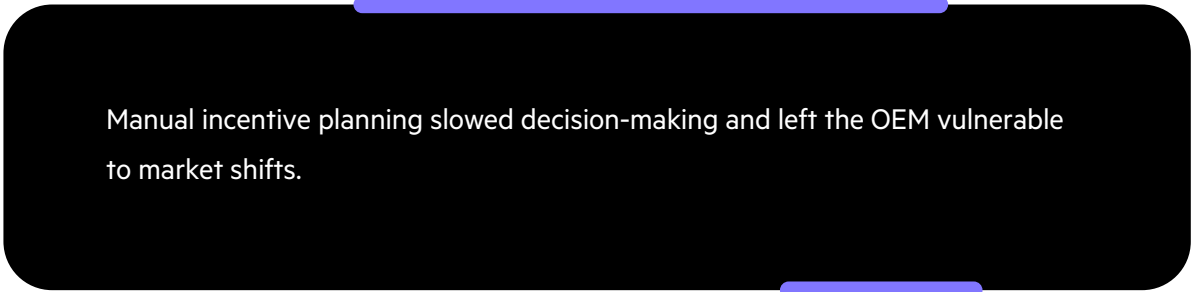
The customer is a globally recognized automotive original equipment manufacturer (OEM) with operations spanning North America, Europe, and Asia. Known for its commitment to innovation and advanced engineering, the company delivers intelligent, integrated mobility solutions across electric and conventional vehicle segments.

## Engagement Story

The automotive market is evolving rapidly, driven by shorter product lifecycles, rising competition, and shifting customer expectations. Incentive programs have become crucial for promoting the sale of end-of-life vehicles and maintaining sales targets. The campaign required continuous coordination, multiple follow-ups, and frequent revisions.

The client relied on manual processes to plan incentives, involving labor-intensive data collection, frequent revisions, and extensive stakeholder coordination. Delays and errors were common, reducing competitiveness and impacting profitability.

To address these challenges, the client approached EvonSys to implement a Mendix-powered solution to modernize the incentive management process through automation, scenario simulation, and real-time insights.



Manual incentive planning slowed decision-making and left the OEM vulnerable to market shifts.

# Key Business Challenges



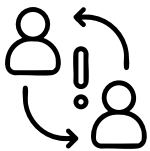
## Limited Analytical Insight

Without automated calculations or scenario simulations, decisions relied on human judgment, increasing the risk of errors and suboptimal incentives.



## Manual Data Handling

Incentive planners spent significant time collecting, validating, and consolidating data from multiple systems, leaving little room for analysis or optimization.



## Impact on Customer Relationship

The client couldn't perform personalized campaigns because planning depended on spreadsheets and manual review.

Fragmented data, time-consuming processes, and limited insights hindered strategic incentive planning.

# Desired Goals

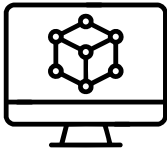
- Replace the manual campaign planning process with complete automation.
- Enable scenario-based simulations to optimize incentive plans within budget.
- Reduce the cycle from planning to launch from days to hours.
- Improve dealer collaboration and decision-making through transparent processes.

# Solution



## Mendix-Powered Solution

Mendix allows automated incentive management with minimal human intervention. Planners can simulate multiple scenarios, optimize campaigns, and make data-backed decisions quickly.



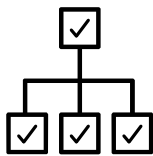
## Scenario Simulation

A built-in simulation tool allows planners to run “what-if” scenarios, comparing different incentive combinations and budgets. The powerful calculation engine automates computations, significantly reducing errors.



## Seamless Data Integration

The engine integrates with financial systems, dealer portals, and advertising platforms, ensuring complete and accurate data for every incentive plan.



## Multi-Level Approval & Launch

Structured workflows with digital approvals (through DocuSign) ensure compliance and transparency. Once approved, incentive plans can be launched simultaneously across multiple dealer portals—covering markets, regions, and national levels.

# Key Activities Involved

- Deploy an automated Mendix-based solution.
- Integrate multiple data sources for consolidated incentive management.
- Implement a scenario simulation engine and calculation module for optimized planning.

# Business Outcome



## Optimized Incentive Spend

Simulation-driven planning reduced overall incentive costs by 5% without impacting campaign effectiveness.

## Reduced Time-to-Market

Incentive campaigns reached dealers within hours, enabling rapid responses to market changes.

## Enhanced Dealer Engagement

Transparent planning, approvals, and digital rollout improved dealer satisfaction and participation rates.

Automation reduced costs, accelerated time-to-market, and strengthened dealer engagement.

# Simplify complex processes with EvonSys

EvonSys delivers end-to-end Mendix-powered automation, enabling organizations to streamline processes, reduce manual effort, and accelerate business outcomes.

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