

Karma Automotive: Can a customer experience be as luxurious as a sports car?

Karma Automotive is a privately-held manufacturer of world-class plug-in hybrid cars that are designed to challenge habitual thinking about luxury items and forge a path to a more sustainable future. Serving a distinct niche of customers compels the business to not only build the highest quality vehicle possible, but also secure 100% customer satisfaction throughout the buying and driving experience.

As a startup, Karma faced significant challenges in implementing a single system that would meet rigorous requirements at every level of the value chain. The company quickly resolved those obstacles by implementing SAP S/4HANA®. By adding a mix of cloud solutions to this new digital core, Karma was ready to bring the business closer to existing and potential customers.



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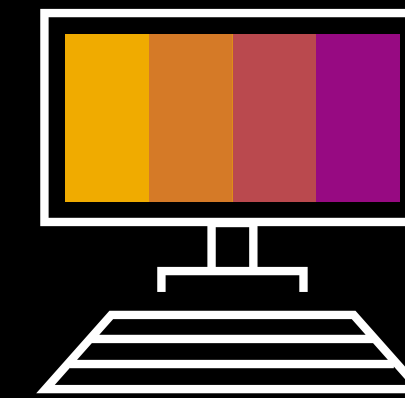


“The auto industry is never static and can change instantly. It’s important for us keep pace or, better yet, stay at the forefront of this evolution.”

Jim Taylor, Chief Revenue Officer, Karma Automotive

Karma Automotive implemented SAP S/4HANA with SAP Fiori to empower all employees with anytime, anywhere access to real-time information. The company then adopted SAP Hybris® Commerce and SAP Hybris Cloud for Customer solutions, with integration to SAP Cloud Platform for a seamless customer experience.

From design to manufacturing and delivery, Karma Automotive is running fast, efficient, and flexible operations with increased visibility into customer interactions and vehicle performance. The business also simplified customer and dealer engagement by streamlining transactions such as vehicle order and warranty claims. But perhaps the most rewarding outcome of this digital transformation the feedback from its dealers and customers, who claim that the platform is one of the best they have every used.



One
platform for a single
version of the truth



Real-time
access to information
for in-the-moment
decision making



Simplified
interactions with
customers and the
dealer network



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Karma Automotive
Costa Mesa, California
www.karmaautomotive.com

Industry
Automotive

Products and Services
Hybrid vehicles

Employees
>900 (May 2017)

SAP Solutions
SAP S/4HANA®

SAP Fiori®

SAP Cloud Platform

SAP Hybris® Cloud for
Customer

SAP Hybris Commerce

The Horsepower Behind the Automotive Industry's Future

As a young startup, Karma Automotive manufactures cars that are rolling pieces of art powered by next-generation hybrid technology. The company is accelerating its response to market dynamics with a solid foundation of real-time insight, empowering every employee to make the right the decision every time.

Before: Challenges and Opportunities

- Needed a single, always-on internal platform to support company-wide decision making
- Demanded greater visibility into the customer experience and vehicle performance
- Required a dealer platform that simplifies transactions and customer engagement

Why SAP

- Establish one integrated platform enabled by a digital core and a suite of cloud solutions
- Use preconfigured industry best practices to bring new business models to market quickly
- Continue to co-innovate with SAP in areas such as machine learning and the Internet of Things

After: Value-Driven Results

- Intuitive access to business insights to make the right decisions in the moment of need
- Streamlined manufacturing operations to reduce costs and respond to business dynamics quickly
- Enhanced quality control through a mobile user interface, which helps inspector document problems, take photos, and recommend solutions and gives the business and its dealers real-time visibility

“From order through delivery, we have one system of record, one version of the truth, and one platform to ensure 100% customer satisfaction.”

Mikael Elley, Vice President and CIO, Karma Automotive