From transactional business to subscription business

How a leading car manufacturer masters digital transformation with doubleSlash and bill-X.

During a profound transformation, a well-known automobile manufacturer shifted its focus. Instead of concentrating solely on the production of vehicles, the company now offers innovative, individually bookable digital services that are delivered in over two million vehicles every year. These services play a key role in the redesign of mobility and are fundamentally changing the industry. In order to achieve this change, an adaptation of the IT landscape was essential. The automobile manufacturer turned to the teams at doubleSlash and bill-X to replace its old billing system with the 360° billing system OpenInformer.

| Over 1 million connected vehicles	44 integrated markets	Over 940,000 customers	10x higher invoice volume

Challenge

The customer's desired transformation and introduction of a billing system with subscription management function brought various complex challenges.

The existing billing system was not able to generate recurring invoices efficiently and lacked basic functions such as the ability to bundle different services in a shopping cart or to offer discount campaigns. In addition, the new system had to meet international requirements and country-specific regulations, such as the ability to easily run multiple instances of the system in parallel, especially if this was necessary for data protection reasons.

doubleSlash | bill-X

Case Study
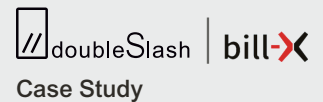
About doubleSlash

doubleSlash is a consulting and software development company that develops fully automated subscription ecosystems. The goal is to help companies adapt their products to the constantly changing needs of their customers and to develop them in a customer-oriented manner. doubleSlash offers advice on the development of flexible digital business models and their implementation. Their approach takes into account the entire lead-to-cash process, from shop or marketplace management to offer and contract management to receipt of payment and sales recognition.

www.doubleSlash.de

The solution

The implemented solution brings numerous improvements. It not only enables the handling of various sales channels via dealers, in-car systems, or the Internet, but also offers the flexibility for new pricing models, such as bundles and subscriptions, and a variety of payment options.
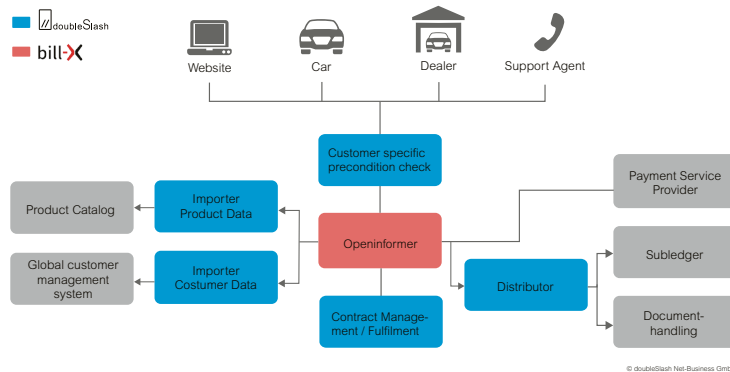
Disclaimer: customized solution

Many of the missing features of the old system were implemented using the OOTB functionality and the implementation of OpenInformer in the existing IT landscape. The existing solution was replaced in just 6 months without any downtime. Since then, missing functions have been continuously added and customer-specific requirements met. In addition, the user experience (UX) of the order-to-cash process was improved and standardized across all countries.

By introducing the new backend, individual offers can be created and priced in the stores (web, app, vehicle), thus enabling new business models. Product management is able to sell digital services in different variants and pricing models as well as to carry out various campaigns (vouchers or discounts at customer or product level) to increase sales.

The invoice volume grew more than tenfold in seven years, while the integration and automation of processes contributed to smooth operations. Over the years, the company has repeatedly succeeded in adapting its business model and increasing the stability of the overall system as well as improving the error rate. In the future, the current solution offers the necessary flexibility to react to changes in requirements and to successfully scale the business model further and serve new countries. The professional, customized, and flexible solution enables the company to achieve its business goals and strengthen its market position.
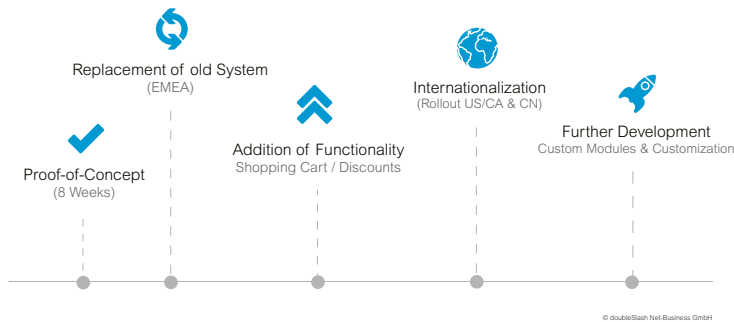
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Cooperation

After an 8-week proof of concept (PoC) by bill-X and doubleSlash, the decision was made to replace the old system and introduce OpenInformer. The end-to-end integration into the company's existing system landscape was driven by doubleSlash and supported by bill-X. Decisions were made as to whether to extend OpenInformer or to develop a customer-specific extension instead.

Replacement of old System
(EMEA)

Internationalization
(Rollout US/CA & CN)

Addition of Functionality
Shopping Cart / Discounts

Further Development
Custom Modules & Customization

Proof-of-Concept
(8 Weeks)

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The successful implementation of today's scalable backend is the result of close cooperation between the customer, doubleSlash and bill-X. As part of a scaled agile process model, the DevOps team continuously implements new business requirements and rolls outs worldwide. The collaborative partnership ensures high-quality development and implementation of the solution. Together, they were able to help the client achieve its business goals, strengthen its market position and shape a successful future in the era of digital subscription services.

This collaborative project is an outstanding example of the successful implementation of a digital transformation that reconciles technical challenges, international requirements, and business goals. It shows how innovation and collaboration can help companies shape change and successfully break new ground.

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