



SALES MANUAL IPAD AND DIGITAL ASSET MANAGEMENT (DAM) WITH ADOBE CQ FOR AUDI AG

THE RUNDOWN

With its brands Audi and Lamborghini, the Audi Group has been among the most successful car manufacturers in the premium and super sports car segments. The Audi Group distribution companies also supply other brands of the Volkswagen Group to customers. Since 2012, the venerated Italian motorcycle brand Ducati has been part of the Audi Group.

THE GOALS

- Audi Ingolstadt needed an iPad application so vehicles from the Audi range could be configured according to customers requirements at the Point of Sale
- Target group: B2C
- The iPad application should simplify the sales process and visually represent equipment options

THE APPROACH

- The use of CQ5 as editorial and information system allows a flexible approach to structured and unstructured data
- CQ5 is enriched through a database hub with information from various sources and passed through a Web service to the iPad application
- The core of the system consists of Apache Sling, Spring, Apache Jack-Rabbit, Apache Felix as OSGI container and Apache Maven for builds and deployments

THE RESULTS

- Detailed concept
Data model definition, taxonomies, integration of text service client (PoC), synchronizing methods V-DDS, interface to iPad, processing solution authoring (scope definition, e.g. image edit and/or text edit), user management & workflow management (e.g. management of access control for user and groups, approval process), architecture
- Development
Setup DEV and PROD environment, V-DDS proxy service (web service for V-DDS), conversion service (data conversion in CQ repository according data model), synch service, components development (image, text, comparison chart...), packaging service for iPad, user management & workflow management, system test, deployment & rollout



« ALWAYS AT YOUR FINGERTIPS.
HOW BRANDS ARE LEVERAGING MOBILE TO
CREATE A SEAMLESS USER EXPERIENCE FOR
ALL.»

OUR TASKS



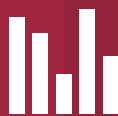
STRATEGY

- Goal analysis - use of existing technical and operational options
- Change Management
- Digital Transformation



MARKETING
OPERATIONS

- Stakeholdermanagement
- Projectmanagement (PMI and Scrum)
- Lead Management
- Campaign Management
- Development



ANALYSIS &
OPTIMIZATION

- Project Controlling and Optimization
- Risk Analasys and Minimization

THE WORKFLOW

Project Management SCRUM

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CONSULTING

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