

Press Release

proxia automotive solutions ag, Alter Postplatz 2, 6370 Stans, Switzerland

proxia and Edraky agree on distributorship for proxia Vehicle Sales and Service (VSS), the innovative digital sales and digital service solution

Stans, 27 October 2020 – proxia automotive solutions ag announces its strategic partnership with Edraky LLC as a value added reseller (VAR) for the proxia VSS solution. Edraky is a leading provider of SAP solutions for vehicle and construction machinery dealers in the MENA region. Focusing at an early stage on SAP DBM projects, Edraky has already successfully introduced to its portfolio other proxia DBM|E products. This background and experience make Edraky an ideal partner for implementing proxia VSS.

“The partnership with Edraky is opening up a key strategic market for our automotive solutions, a market with unique economic and population growth located in a region with strategic importance. Egypt ranks second in Africa in terms of vehicle sales, and with its more than 15 vehicle manufacturers, the vehicle industry is one of the country’s most important sectors. With the market increasingly focused on customer experience, it is ready for the transformation to digital sales and digital service. We are delighted at how our partnership with Edraky now enables us to support vehicle and construction machinery dealers in the MENA region with our innovative digital sales and digital service solution.” (Peter Lindtner, CEO of proxia)

The new dealer management solution based on SAP S/4HANA is being developed as a co-innovation with SAP and is seamlessly integrated with ERP. proxia VSS significantly contributes to improving sales and service processes and increasing associated productivity.

About Edraky LLC

Edraky is an SAP global partner and a member of United VARs. Founded in January 2010, the company was built on a group of partners with more than 25 years of business and information engineering experience in producing integrated business solutions for numerous industries, including trade, professional services and the automotive industry, and offering a variety of enterprise support functions such as for finance, HR, supply chains, CRM, sales and distribution.

* United VARs is the leading alliance of SAP solution providers for the mid-market.

About proxia automotive solutions ag

proxia consulting group ag is an international management consultancy firm headquartered in Switzerland and with branches in Europe, MENA, Asia and USA. With

more than 25 years' experience in SAP consulting, proaxia has profound expertise in SAP® Business Suite ECC, SAP S/4HANA, SAP Customer Experience Solutions and SAP solutions for the automotive sector. proaxia automotive solutions ag – the solutions company of the proaxia group – develops powerful solutions for clients' needs and integrates customized extensions, innovative proaxia products and specialized manufacturer and third-party solutions into existing systems.

proaxia automotive solutions specializes in distribution and service processes and the supporting spare-parts logistics processes in the automotive industry.

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