

proxia Automotive Solutions AG Partners with TechnoVal to Drive Digital Transformation in the Automotive Industry

Stans, Switzerland — September 6, 2023 — proxia is thrilled to announce its strategic partnership with TechnoVal, a leading IT & Consulting company in the MENA region and local SAP Gold Partner representing Delaware Consulting (one of the top global SAP partner) in the region.

proxia automotive solutions ag, the solutions company of the proxia Group, specializes in developing powerful solutions for the automotive industry. With a focus on distribution and service processes, as well as supporting spare-parts logistics, proxia automotive solutions integrates customized extensions, innovative proxia products, and specialized manufacturer and third-party solutions into existing systems.

This partnership between TechnoVal and proxia marks a significant milestone in driving digital transformation within the automotive industry. By leveraging proxia's extensive experience and expertise in SAP solutions, combined with TechnoVal's deep understanding of the market and commitment to delivering exceptional consulting services, automotive dealerships worldwide will benefit from state-of-the-art digital solutions tailored to their unique needs.

"Our collaboration with proxia is a game-changer for the automotive industry," said Mr Saeed Ahmed, MD at TechnoVal. "Together, we will empower automotive dealerships to embrace digital innovation, optimize operations, and deliver exceptional customer experiences. This partnership solidifies our commitment to driving the industry forward and helping our clients thrive in the digital era."

proxia's reputation as a leading management consultancy firm, coupled with their dedication to continuous innovation and customer success, has earned them a prominent position in the market. Their deep understanding of the automotive sector, combined with TechnoVal's strong presence and track record in executing SAP projects, positions this partnership as a force to be reckoned with in the industry.

"We are excited to join forces with TechnoVal in this transformative journey," said Dr. Peter Lindtner, CEO of proxia. "Together, we will empower automotive dealerships worldwide with the tools and solutions they need to drive operational excellence, enhance customer experiences, and achieve sustainable growth. Our combined expertise and dedication to delivering exceptional value will set a new benchmark in the industry."

As a strong IT consulting player in the Middle East, TechnoVal is well-positioned to support automotive dealerships across this region in their digital transformation efforts. The collaboration with proxia enables TechnoVal to extend its reach and deliver innovative SAP solutions to clients, driving accelerated scalability and localization.

About TechnoVal:

Press Release



value delivered as promised

TechnoVal, a leading IT & Consulting company in the MENA region and local SAP Gold Partner representing Delaware Consulting (one of the top global SAP partner) in the region. With headquarters in the Kingdom of Saudi Arabia and delivery centers in KSA, UAE, Egypt & India, TechnoVal has a decade of expertise in serving Middle East & North African enterprises by bringing international practices with regional flavor and value supported by strong and experienced multilingual resource pool, as well as being a Value Added Reseller (VAR) & Services Partner for SAP & OpenText, offering top-notch quality services.

About proaxia Consulting Group AG:

proaxia consulting group ag is an internationally operating management consultancy with headquarters in Switzerland. As an SAP Gold Partner, with more than 250 consultants with +25 years of experience, proaxia offers first-class, innovative solutions for automotive retail. Together with SAP proaxia co-innovated proaxia VSS (Vehicle, Sales and Service). VSS is built on SAP S/4HANA and is a next-generation, intelligent Dealer Management System for automotive, heavy equipment, material handling and agricultural machinery. The customized solutions of proaxia enable you to achieve best-in-class and end-to-end processes in Sales and After-Sales. Through the continuous innovation roadmap of proaxia VSS you stay ahead of the market www.proaxia-group.com

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