



AUTOMOTIVE CAPABILITIES

Solutions that Unify the Commerce Experience

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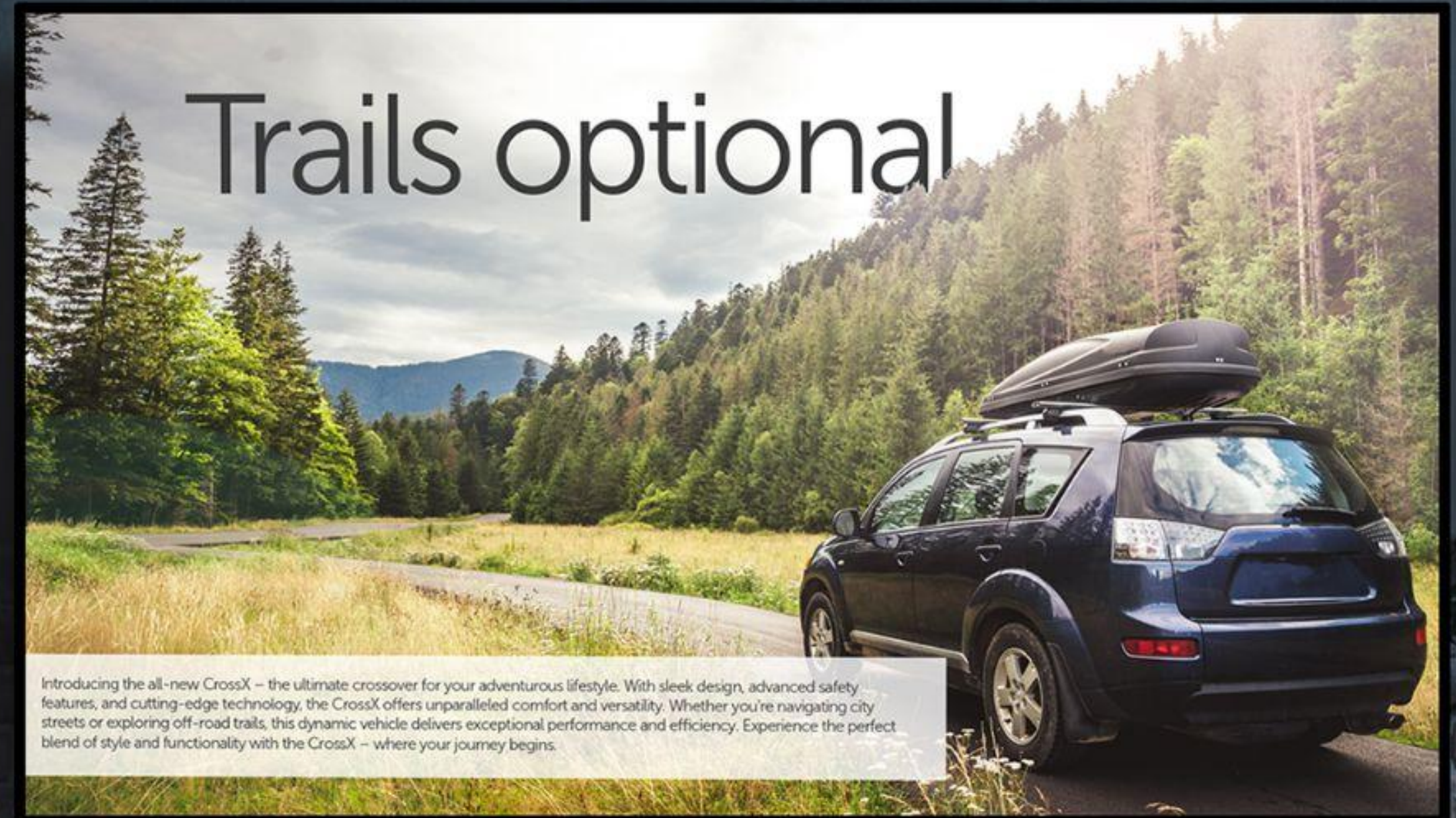
Customer Journey

Create a closed loop, data-driven purchase path, starting with at-home ad viewing

- The vehicle purchase experience begins the moment interest is piqued, often while watching CTV or streaming services at home.
- Target a relevant audience via collected data and reinforce brand value with an array of digital signs, solutions, sensors and data all along the journey.

SCALA  **Solutions:**
A STRATACACHE COMPANY

Scala's full scope of retail technology includes hardware, software, professional services and support, ready to create, deploy and manage any digital solutions on your customers' buying journey.



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Large Format Outdoor Signage

Entice, attract and inform drivers as they pass near the dealership



- Strategically placed large-sized HD outdoor displays grab drivers' attention and entice a visit to the dealership with dynamic content of the latest inventory and pricing.
- Increase the content relevance using data such as current inventory, local deals, demographics, new models and financing.

SCALA  **Solutions:**
A STRATACACHE COMPANY

Advanced scheduling or rules-based triggering technology pulls in a wide scope of data to localize content on ruggedized, high clarity outdoor displays built from the ground up for outdoor digital signage.

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Advanced Data Capture

Capture actionable data the moment customers drive onto the lot

- Learn about your prospective customers by starting to gather sensor- and camera-based data, allowing you to deliver a more relevant, efficient and memorable car buying experience.
- Leverage the data to form a 360 degree view of the customer, using dynamic digital signage solutions to customize the visit, down to one-to-one personalization.

SCALA  **Solutions:**
A STRATACACHE COMPANY

Data capture — through technology such as geofencing, high-res cameras and vehicle diagnostic sensors — feeds actionable insights and information to sales and service teams in real time.

- Year: 2019
- Make: Dodge
- Model: Challenger

Available Service:

- Brake Replacement
- Transmission Flush

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Data-Driven Customer Interactions

Real-time data and integrations amplify impactful interactions

- Back-of-house dashboards and real-time insights on back office screens and tablets inform sales associates ahead of interactions with customers.
- Customers feel better known and better served in their buying experience, while providing sales associates with the tools to better upsell, educate and earn customers' trust and loyalty.

SCALA  **Solutions:**
A STRATACACHE COMPANY

Data collected onsite is integrated with data collected prior to visiting the lot, such as DMS, streaming, mobile and web data, to form a complete picture of the customer via associate-facing dashboards and other digital tools.

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Indoor Video Wall

Large-scale Ultra HD LED walls inspire and impress inside the showroom

- Create experiences that are 22 times more memorable and highly effective in promoting behavior change through large, life-size video walls.
- Create a truly impressive buying experience, telling a story and creating excitement and emotional connections between your brand and your customers as they prepare to make a high-end purchase.

SCALA  **Solutions:**
A STRATACACHE COMPANY

Make the most of your showroom video wall investment with a solid content strategy, including triggering and dynamic updating based on local conditions, as well as personalization tailored to current clientele.



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Hello Lucy!
Your test drive
is ready!



**Welcome
Charlie!**

Service Appt.
10:00am

Service Area >>>

Digital Wayfinding

Create an informative and welcoming
journey with digital wayfinding

- Strategically placed digital wayfinding totems and overhead displays provide personalized welcoming messaging as well as navigation to important areas throughout the building.
- Before being personally greeted by a sales associate, the one-to-one custom messaging makes buyers feel known, appreciated and welcome to continue their shopping journey.

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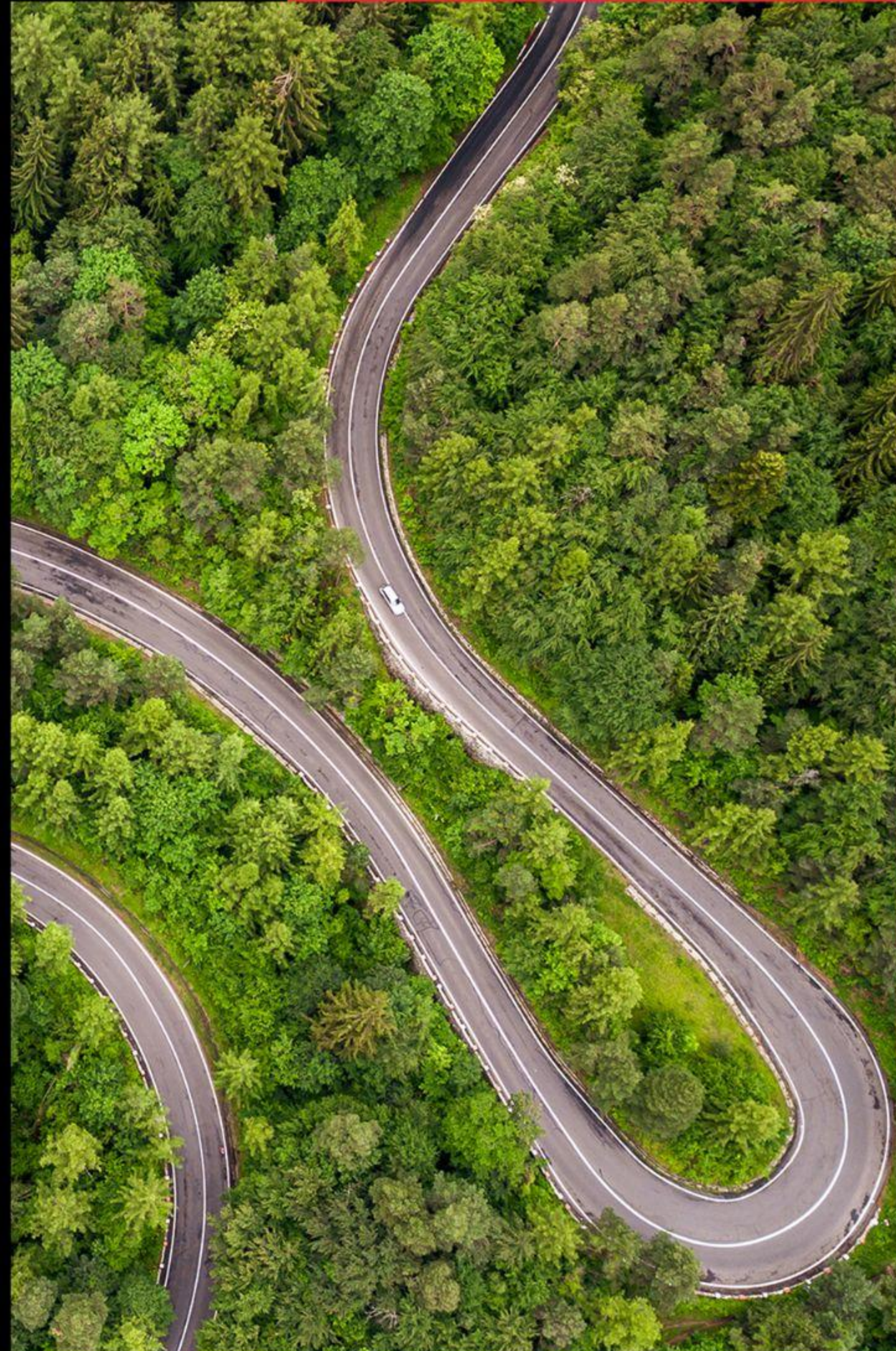
Dynamic, intelligent playlists from the CMS deliver personalized content and data-driven ads to the multi-purpose totems. Additional sensor technology provides measured insight of the customer journey.

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The Path Forward

The Customer's End Goal Defines the
Next Phase in the Journey...

- Purchase Experience
- Service Experience
- Premium Services & Support



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Car Purchase Experience

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Guided Product Exploration

Introduce kiosks for browsing by lifestyle, customization by needs and preferences

- Using an interactive kiosk, customers can trigger data-driven, curated content on the large format display, allowing them to view selections in an impressive, informative experience.
- Allowing customers to explore vehicle inventory, features, parts, accessories and related services delivers product discovery and data collection before interacting with a knowledgeable sales associate.



SCALA  **Solutions:**
A STRATACACHE COMPANY

On-screen content is powered by data from the customer's research journey, as well as data captured as they arrive. Additionally, the CMS is configured to allow test drives, comparison tools and consultations to be initiated through the kiosk.

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Personalized Experience

Create an immersive, informative showroom experience

- As customers use the kiosk to customize their dream vehicle, a video wall dynamically updates to showcase the vehicle on a grand scale. The kiosk can also be used to schedule a test drive or request assistance.
- The connected solution makes the buying journey truly experiential, leaving a lasting impact on the vehicle and brand value.

SCALA  **Solutions:** A STRATACACHE COMPANY

The integrated hardware and software solution connects the touchscreen kiosk to the large-format display, triggering the content to update without delay as the customer moves through vehicle options. A QR code is scanned to send vehicle configuration information to mobile devices while being captured for dealership data.

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Endless Aisle Experience

Combine the benefits of online and in-person shopping

- Using a touchscreen kiosk strategically placed near car parts and accessories, showcase the full scope of inventory, further enhancing product discovery and upsell opportunities.
- Combine the convenience and “endless aisle” of products found in online browsing with the tactile experience only found in person.

SCALA  **Solutions:**
A STRATACACHE COMPANY

The CMS is integrated with your inventory management system to allow for an in-person shopping experience that mimics your ecommerce site. The system updates in real time to reflect current inventory or allow for instant purchasing of parts or service, while leveraging curated data to ensure relevance for each user.

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Assisted Selling Kiosk

Highlight the quality of high-value products with a “lift and learn” experience

- This solution allows the customer to control the product comparison experience. When a product is lifted from the fixture, the display updates to show detailed features. When a second item is lifted, the content updates, providing product comparison.
- The ASK fixture eliminates the need for immediate assistance, highlights product value, introduces upsell and captures interest and success metrics to inform sales opportunities.

SCALA  **Solutions:**
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The ASK fixture is an integrated CMS and commercial-grade hardware, out of the box solution ready for deployment. The solution includes peer-to-peer video conferencing software, large 4K screen and shelf edge displays and media player.



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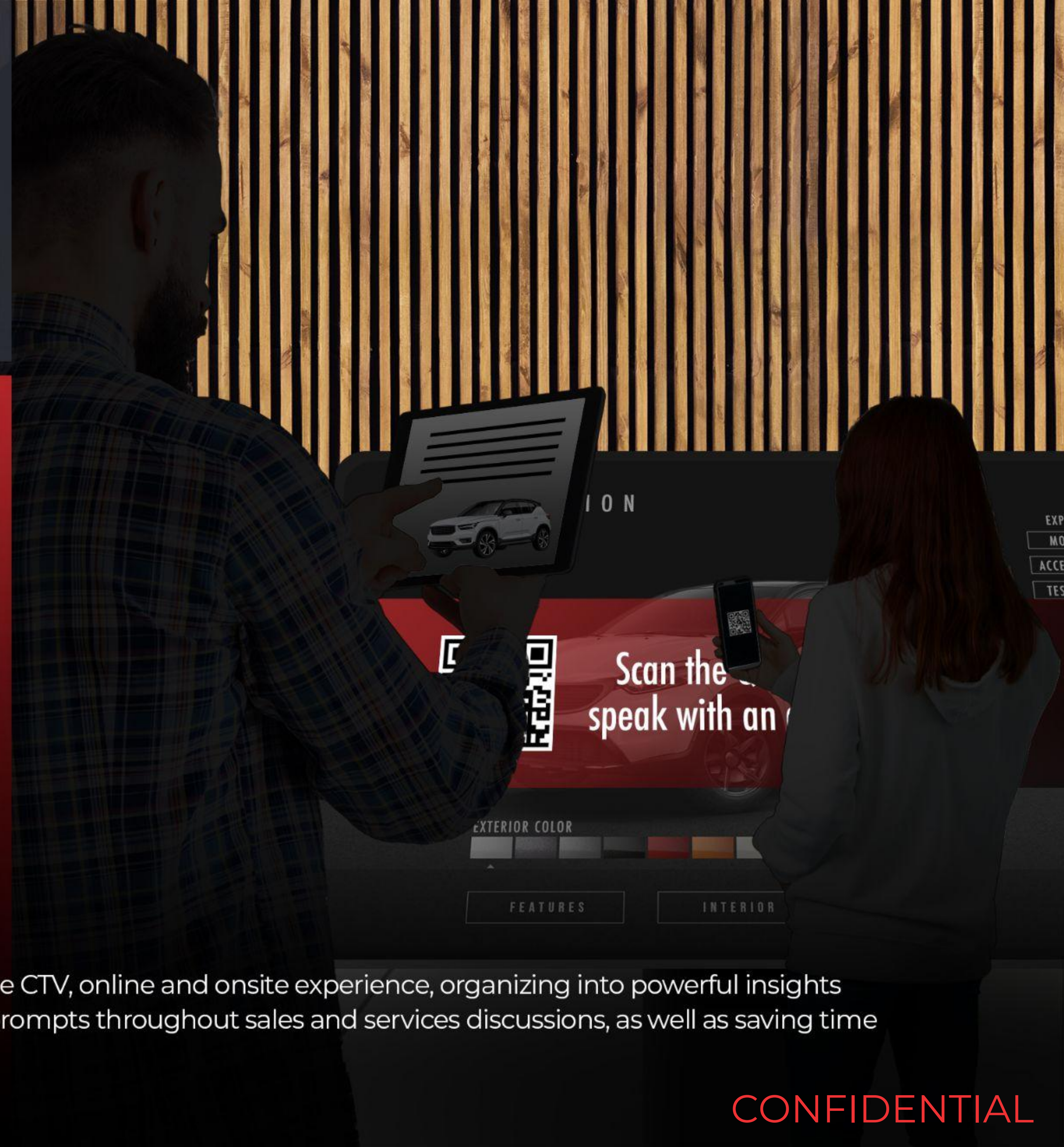
Tailored Conversations

Customer preferences pushed to enablement tools for high value, next-step discussions

- All information collected throughout the customer's journey is organized and presented to your associates in an actionable format—including highest value features and upsell opportunities—on associates' tablets.
- Customer journeys are picked up right where they left off in their digital experience, enabling personal, welcoming experiences that set your brand apart.

SCALA  **Solutions:**
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The solutions integrate data collected throughout the CTV, online and onsite experience, organizing into powerful insights and talk tracks. Associates use the information and prompts throughout sales and services discussions, as well as saving time during the administrative process.



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Parts & Services Experience

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Digital Vehicle Intake

Increase efficiency, speed and accuracy of service with sensor- and camera-centric intake

- Ensure an efficient service experience by introducing technology that details all vehicles' entry, sending the information to the service team in real time.
- Save more than eight minutes of service time per customer, while also increasing accuracy, by automating the data capture and intake process.

SCALA  **Solutions:**
A STRATACACHE COMPANY

Using high-resolution cameras and sensors, every vehicle's information is documented upon arrival — from capturing photos to processing recall notices and transaction documents. The data is integrated with DMS and appointment details for efficient, personalized customer interactions.

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Digital Check In

Expedite the check in process with digital vehicle solutions

- Introduce self-service kiosks for a time-saving check in experience before customers are personally greeted by a service team member knowledgeable about their vehicle and reason for visit.
- The self-service technology provides speed of service while informing about recommended services, vehicle care, factory recalls and trade valuations in a trusted consultative manner.

SCALA Solutions:

This solution is integrated with your DMS, referencing all data captured on the lot, as well as integrated data profiles from your website. The CMS is pre-populated with data and specific customer journeys tailored to each specific vehicle and service offering. The solution is available in kiosk fixture and wall mounted or handheld tablet formats.

Beat the Heat

30% OFF
25-point air conditioning
system inspection.



MAINTENANCE

Air, cabin & fuel filters
Battery
Vehicle Inspection
Fluid Services
Manufacturer Schedule
Fluids & Wiper Blades

REPAIR

Cooling & Heating
Belts & Hoses
Brake Services
Engine Services
Suspension & Steering
Starters & Alternators



CHECK-IN

NAME	<input type="text"/>
EMAIL	<input type="text"/>
CAR YEAR	<input type="text"/>
CAR MAKE	<input type="text"/>
CAR MODEL	<input type="text"/>

BROWSE SERVICE

BROWSE PARTS

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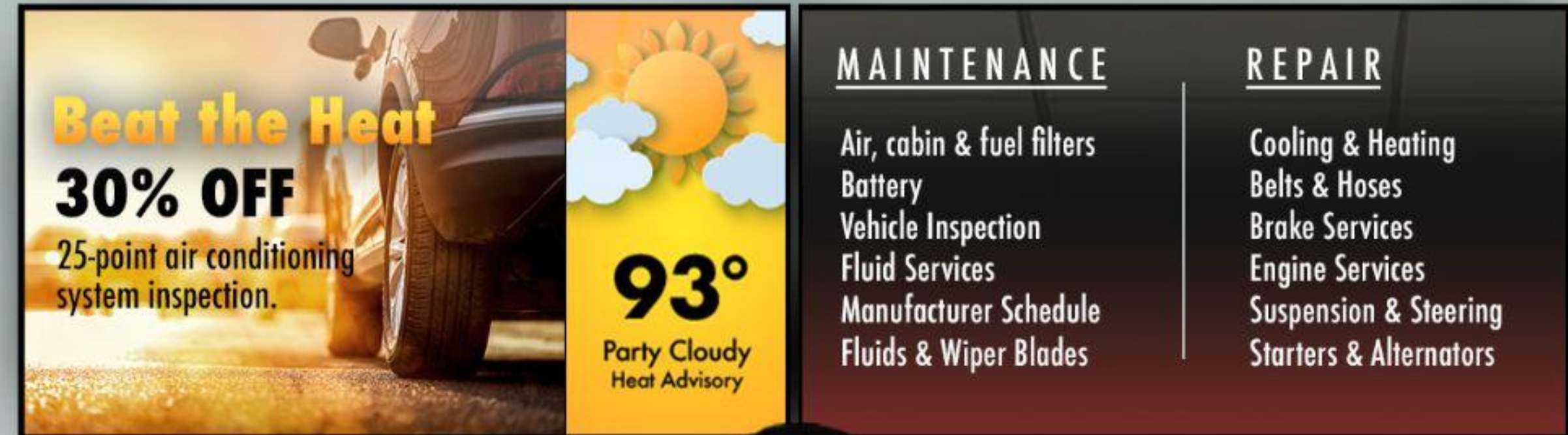
Dynamic Digital Menu Boards

Inspire purchases and upsell through hyper-relevant messaging to on-lot customers

- Incorporate large-format digital menu boards into the waiting area, promoting new services, accessories and parts based on real-time conditions, tailored to on-lot customers.
- Deliver messaging that is relevant to known, loyal customers, capturing attention during valuable dwell time, right at the point of decision.

SCALA Solutions:

By leveraging customer and vehicle data, Bluetooth sensors, and mobile app SDK integrations, custom messages are triggered on LED displays over the service counter. Personalized recommendations and accurate wait-times are updated real time through backend automations.



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Digital Service Tools

Extend service team knowledge and efficiency with digital guides and consultation assistance

- Introduce commercial grade, highly ruggedized repair center tablets, giving your service team touchscreen access to step-by-step procedures, parts ordering and video consultation.
- Ensure consistent, high-quality service, reducing errors and speeding up repair times with hardware built to operate in demanding environments without interruption.

SCALA  **Solutions:**
A STRATACACHE COMPANY

Pre-built workflows drill down to each service item, getting increasingly user-friendly with machine learning and AI. The durable LINQ tablets are equipped with a front-facing camera and integrated sensors. An integrated, robust content management platform rounds out the solution, providing powerful content and device management.

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Premium Services & Support

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Immersive Collaboration

Transform meeting and consultation spaces into immersive hybrid collaboration centers

- Reimagine the consultation space by creating an X2O OneRoom(™), a collaborative environment that unites in-room and remote participants, promoting real-time engagement with integrated collaboration tools including HD interactive whiteboards and breakout groups.
- Enhance the consultation experience and brand value, connecting customers with experts around the globe to discuss details such as system mechanics, interior design quality or insurance and financial consultations.

SCALA  **Solutions:**
A STRATACACHE COMPANY

OneRoom features — including multiple camera views with a unique perspective view for each remote participant, in-room tracking, and multi-directional audio — level up the hybrid discussion environment. Built-in analytics measure progress, participation and engagement during sessions and enable optimization.



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Immersive Collaboration

Upgrade service consultation into immersive OneRoom service hubs

- Repurpose your OneRoom to provide buyers with a white glove vehicle or financial advice experience, or host corporate brand meetings to collaborate in real time.
- Make the most of your OneRoom investment and enhance hybrid meeting, consultation, learning or training for both employees and customers.

SCALA  **Solutions:**
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OneRoom features — including multiple camera views with a unique perspective view for each remote participant, in-room tracking, and multi-directional audio — level up the hybrid discussion environment. Built-in analytics measure progress, participation and engagement during sessions and enable optimization.

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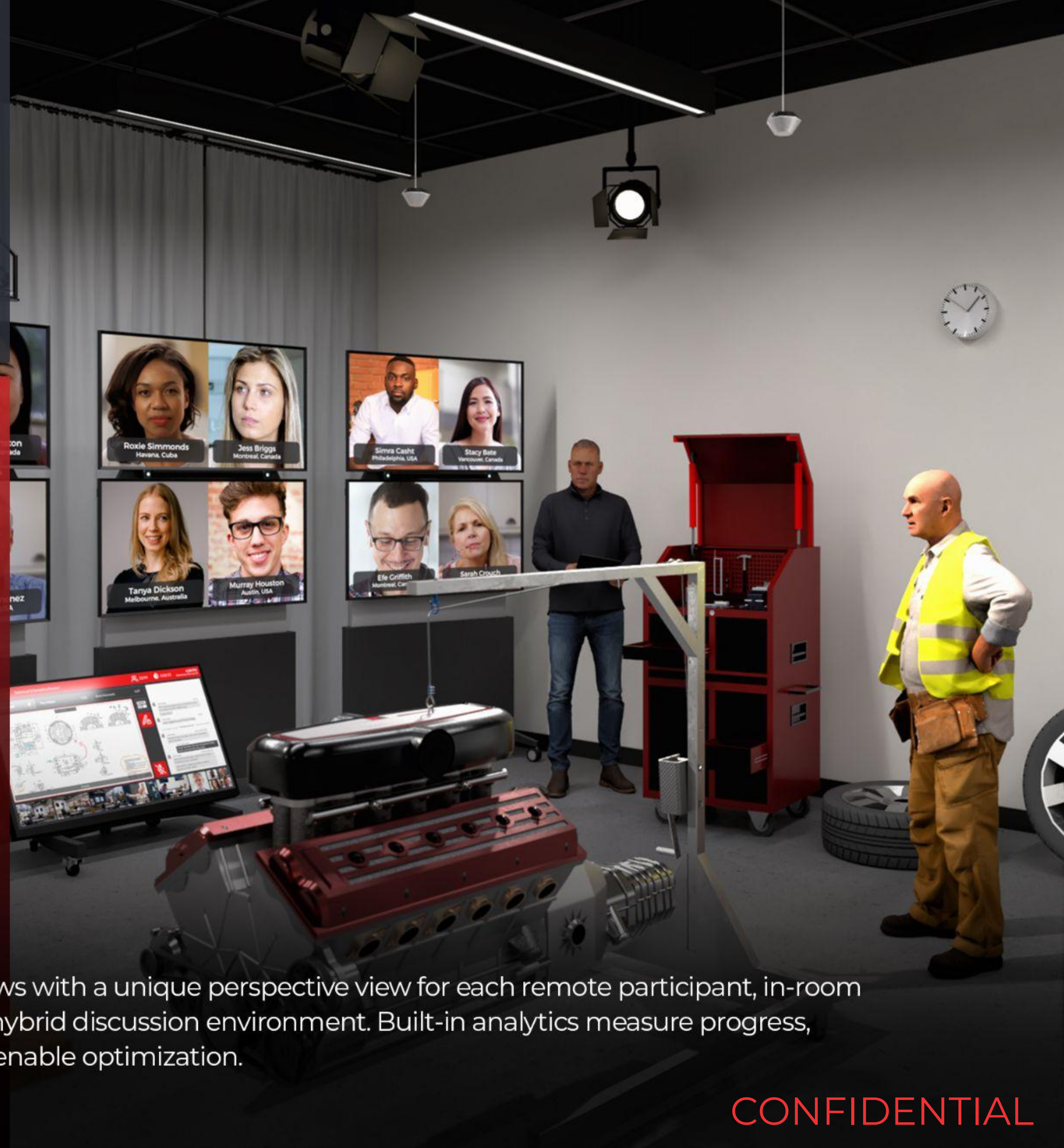
Immersive Collaboration

Combine tactile in-room experience with remote mechanical expertise

- Use OneRoom to link customers needing high-ticket repairs with specialists to explain OEM-certified parts while having the tactile experience of handling the parts during the remote session.
- Instill a sense of highest quality of care, value and service with loyal customers, gaining brand reputation for the best buying experience and beyond.

SCALA  **Solutions:**
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OneRoom features — including multiple camera views with a unique perspective view for each remote participant, in-room tracking, and multi-directional audio — level up the hybrid discussion environment. Built-in analytics measure progress, participation and engagement during sessions and enable optimization.



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Unified Commerce

No step or path unturned

- Every step of your customer's vehicle purchase and care journey is captured for the highest quality sales, service and support experience.
- Leverage the deep knowledge gained from on-lot and online visits to customize messaging down to one-to-one personalization on any screen.

SCALA  **Solutions:**
A STRATACACHE COMPANY

Data has been captured along the entire purchase and service path — about the current vehicle, product discovery, preferences, products of interest, products purchased — and is applied with smart rules and triggering along the buying journey.



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Scan to
Schedule
Today

FREE
Tire Rotation
with any scheduled service



*Hypertargeted
Ad Content*

Did You Know?

Tires have an average life
of 50,000-60,000 miles.

**Save
up to 30%**

on sets of 4 select tires



Scan to learn more



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Hypertargeted Connected TV

Continue the closed-loop buying journey with personalized promotions streaming at home

- Continue to nurture interested buyers presenting hyper-relevant ads and promotions tailored to their preferences on streaming services at home.
- Based on unique needs and updated preferences, learned through data collection during in-store and online vehicle discovery, further entice vehicle purchases anywhere, at home or on the lot.

SCALA Solutions:

Advanced machine learning (ML) technologies revolutionize the capture, analysis, and utilization of vast amounts of purchase behavior data. Data is used to personalize CTV and advertising.



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Scan the QR code
to learn more



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THANK YOU

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