



ELEVATED AUTOMOTIVE RETAIL EXPERIENCES

Solutions that Unify the Commerce Experience

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Redefine the Car Buying Experience

The modern car buying experience needs to meet the expectations of today's well-informed, tech savvy shoppers. Traditional signage misses the opportunity to truly capture attention and customize the experience. Scala's technology — a powerful combination of digital signs, AI and sensors — elevates with actionable insights and advanced intelligence. Give your customers a memorable showroom visit and create a deeper brand connection.

Higher-impact visuals and points of interaction tap into the excitement of the buying journey. Taken further, integrate new sensor-based insights with data you're already collecting and deliver a deeply personal shopping experience- from at-home CTV ad viewing, to the outdoor lot, to the showroom.

One-to-one Personalization with Online & In-Store Data

Bridge online data with in-store experiences.

- 6 Digital Welcome
- 9-10 Guided, Personalized Product Exploration
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Add Insights on Customer Needs and Preferences Every Step of the Journey

Transform traditional signage and existing tech stack with sensor-based, real-time data.

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Modernize, Automate & Increase Efficiencies

Extend back of house service with digital solutions.

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- 20-22 Immersive Collaboration

Deeper Awareness, Engagement & Higher Conversions

Reinforce brand value and deliver continuous awareness in and outside the dealership.

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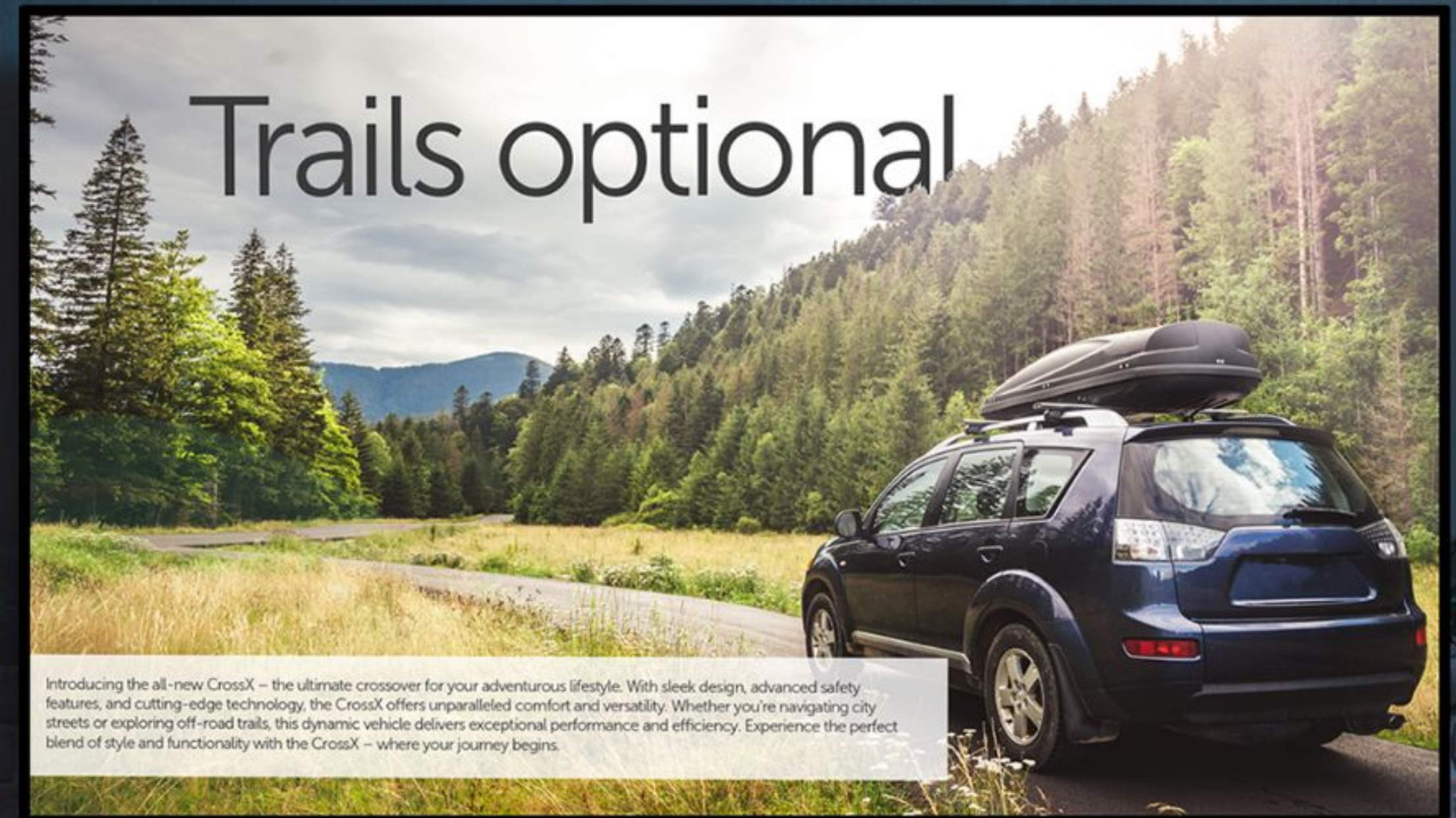
Customer Journey

A seamless, data-driven path from at-home to in-store purchase.

Engage customers early with **personalized digital CTV advertising**, enhancing brand connection across their journey.

SCALA  **Solutions:**
A STRATACACHE COMPANY

Scala's integrated digital solutions optimize **every touchpoint** – front CTV ads to showroom interactions.



Large Format Outdoor Signage

Attract and inform passersby with high-impact visuals.

HD outdoor displays dynamically showcase inventory, deals, and financing options, enticing dealership visits.

SCALA  **Solutions:**
A STRATACACHE COMPANY

Data-driven **content updates** ensure **local relevance** using current inventory and market data.

Advanced Data Capture

Unlock customer insights from the moment they arrive.

Sensor-based **real-time data collection** tailors experiences to individual shoppers.

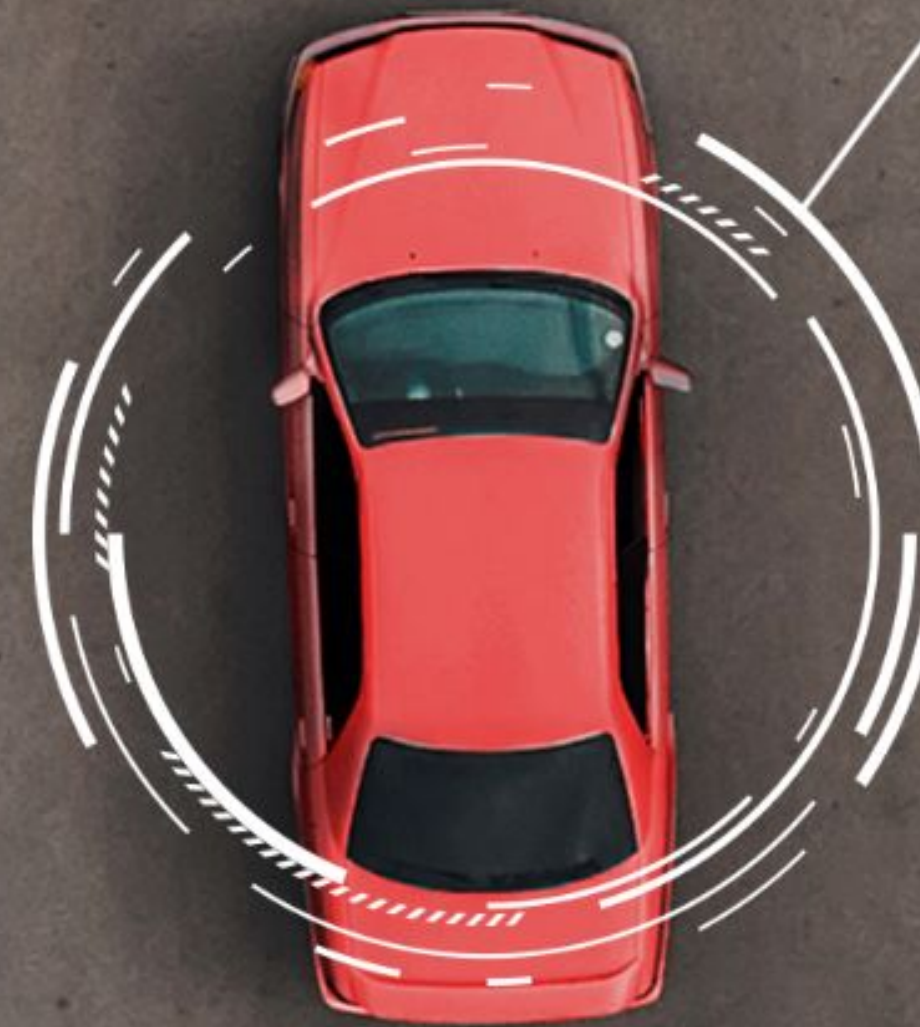
SCALA  **Solutions:**
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Geofencing, cameras, and sensors provide actionable insights for sales and service teams.

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

Available Service:

- Brake Replacement
- Transmission Flush



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Data-Driven Customer Interactions

Attract and inform passersby with high-impact visuals.

Data and AI-powered dashboards equip sales teams with **customer preferences and history for tailored interactions.**

SCALA  **Solutions:**
A STRATACACHE COMPANY

Integrate online and on-lot data for seamless, personalized engagements.

Indoor Video Wall

Elevate the showroom experience with immersive digital storytelling.

Large-scale **ultra-HD** displays amplify customer excitement and engagement.

SCALA Solutions:

Dynamic **content strategies** adapt messaging based on customer data and showroom conditions.





Hello Lucy!
Your test drive
is ready!



Welcome
Charlie!

Service Appt.
10:00am

Service Area



WELCOME

PARTS &
SERVICE

BUILD
YOUR
VEHICLE

82°

SUMMER
DEALS

Finance
3.90%
APR

48
MONTHS



Personalized Navigation & Recognition

Make every customer feel recognized with
tailored greetings and intuitive navigation.

Digital totems and overhead displays
provide **personalized messaging** and
seamless wayfinding.

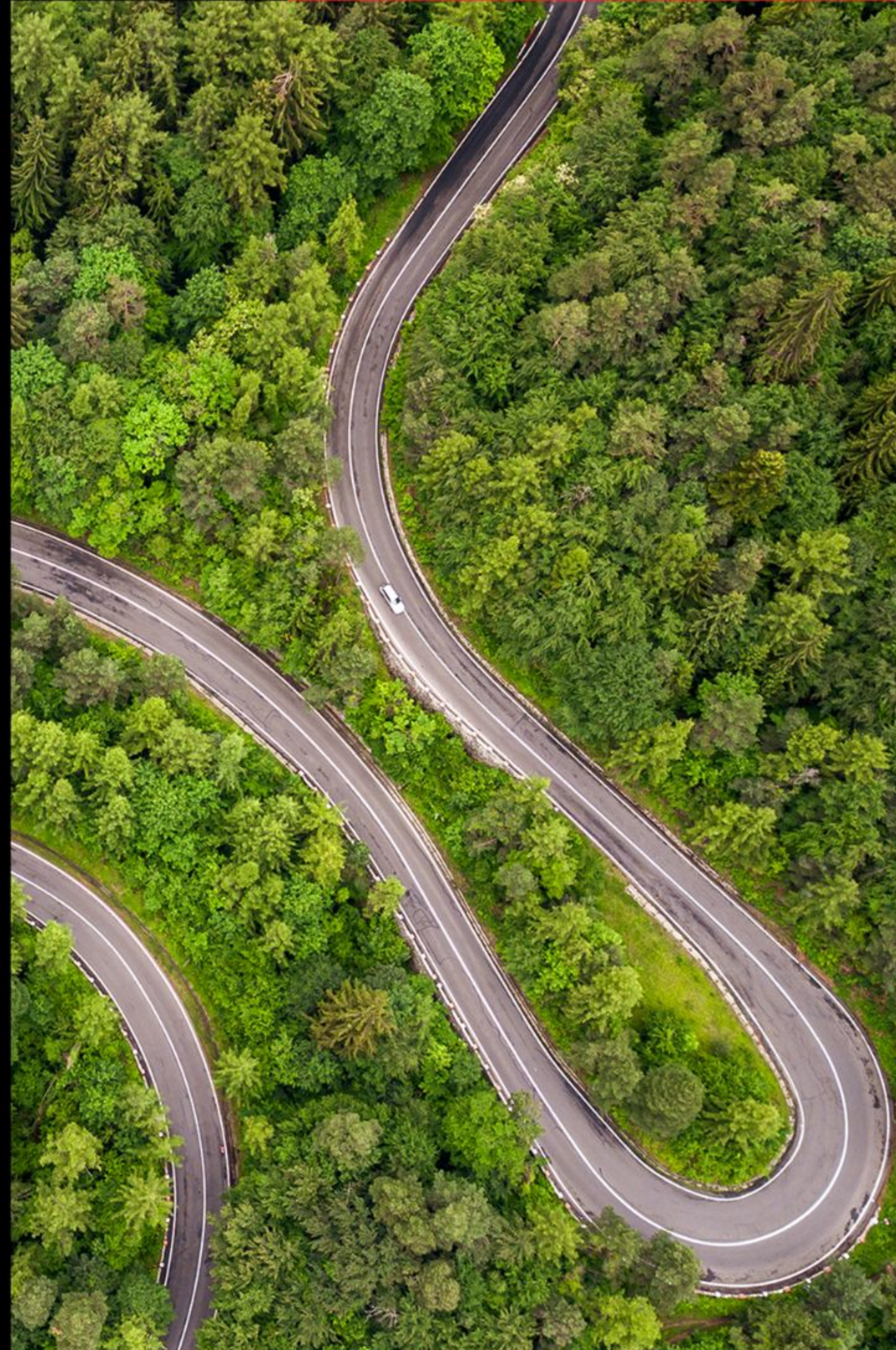
SCALA  **Solutions:**
A STRATACACHE COMPANY

Intelligent CMS playlists **dynamically
adjust content** to enhance the
customer journey.

The Path Forward

The customer's end goal defines the next phase of the journey - ask questions, learn more about the brand and options

- Purchase Experience
- Service Experience
- Premium Services & Support



Purchase Experience

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Guided Product Exploration

Interactive kiosks enhance product discovery.

Customers are empowered to explore inventory and customize selections before engaging sales staff.

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Data-informed and AI-powered kiosks pull from research history and in-lot data to suggest relevant options.

Personalized Experience

Tailor the showroom visit for a **memorable, immersive experience**.

A **customization kiosk + dynamic video wall** creates an experiential, high-impact buying process.

SCALA A STRATACACHE COMPANY Solutions:

Customer selections **trigger live updates** across digital displays and mobile integration.



Endless Aisle Experience

Seamlessly bridge online and in-person shopping.

Kiosks display full inventory, including unavailable showroom items, enhancing product discovery and upsell opportunities.

SCALA  **Solutions:**
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Real-time CMS updates allow instant purchases and personalized recommendations.

Assisted Selling Kiosk

A “*lift and learn*” experience for high-value items.

Customers compare products dynamically, triggering **on-screen feature insights**.

SCALA  **Solutions:**
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“**Lift and Learn**” technology enables hands-on comparison with product guidance.



Tailored Conversations

Sales teams receive customer insights instantly for personalized insights and conversations.

Customer preferences sync to sales devices, optimising upsell opportunities.

SCALA  **Solutions:**
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QR codes + cloud integrations
transfer customer configurations to sales associates.



Parts & Service Experience

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Digital Vehicle Intake

Automate check-in for a faster, more accurate services process.

Hi-res cameras + sensors log vehicles instantly.

SCALA  **Solutions:**
A STRATACACHE COMPANY

Integration with **DMS and service tools** eliminates manual intake errors.

Digital Check-In

A seamless self-service check-in with personalized recommendations.

Speed up **vehicle drop-off** while ensuring **tailored service options**.

SCALA  **Solutions:**

Customers **confirm pre-filled service details** via email or phone number and complete check-in process.

Beat the Heat
30% OFF
25-point air conditioning system inspection.



MAINTENANCE SERVICES	
Air, cabin & fuel filters	\$39.99
Battery	\$29.99 + cost of battery
Vehicle Inspection	\$49.99
Fluid Services	\$24.99
Basic Oil Change	\$69.99
Manufacturer Schedule	\$249.99




Digital Menu Boards

Enhance waiting areas with engaging, upsell-driven content.

Digital displays **personalize messaging** based on customer and vehicle data.

SCALA  **Solutions:**
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Data integrations and intelligence triggers **hyper-relevant promotions**.



The digital menu board is divided into three sections. The left section features a car and text about a 30% discount on air conditioning inspection. The middle section shows a weather forecast for 93°F with a heat advisory. The right section is a table of maintenance services and their prices.

MAINTENANCE SERVICES	
Air, cabin & fuel filters	\$39.99
Battery	\$29.99 + cost of battery
Vehicle Inspection	\$49.99
Fluid Services	\$24.99
Basic Oil Change	\$69.99
Manufacturer Schedule	\$249.99

Digital Service Tools

Equip service teams with **intelligent digital guides**.

Ruggedized tablets provide real-time repair workflows, part ordering, and video support.

SCALA  **Solutions:**
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Data and Machine Learning-driven **process automation** reduce errors and improve efficiency.

Premium Services & Support

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Immersive Collaboration

Transform consultations into interactive, hybrid experiences.

X2O OneRoom™ solutions unite in-person and remote discussions.

SCALA A STRATACACHE COMPANY **Solutions:**

Multi-camera, interactive whiteboards, and real-time analytics optimize engagement.





Immersive Collaboration

Deliver **seamless, data-driven continuity** across the customer journey.

Personalization **extends from online to on-lot interactions.**

SCALA  **Solutions:**
A STRATACACHE COMPANY

Smart content triggers ensure relevant messaging across every screen.

Immersive Collaboration

Seamlessly blend in-room expertise with remote expertise.

X2O OneRoom™ connects customer with specialists for high-ticket repairs, ensuring hands-on interaction with OEM-certified parts while reinforcing trust and brand value.

SCALA  **Solutions:**
A STRATACACHE COMPANY

Multi-camera views, in-room tracking, and real-time analytics create an interactive, data-driven hybrid consultation experience.



Unified Commerce

Keep customers engaged with personalized at-home promotions

Hyper-targeted ads reflect **real-time customer interests** post-showroom visit.

SCALA  **Solutions:**
A STRATACACHE COMPANY

Machine Learning and data-powered audience targeting delivers tailored CTV campaigns.





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



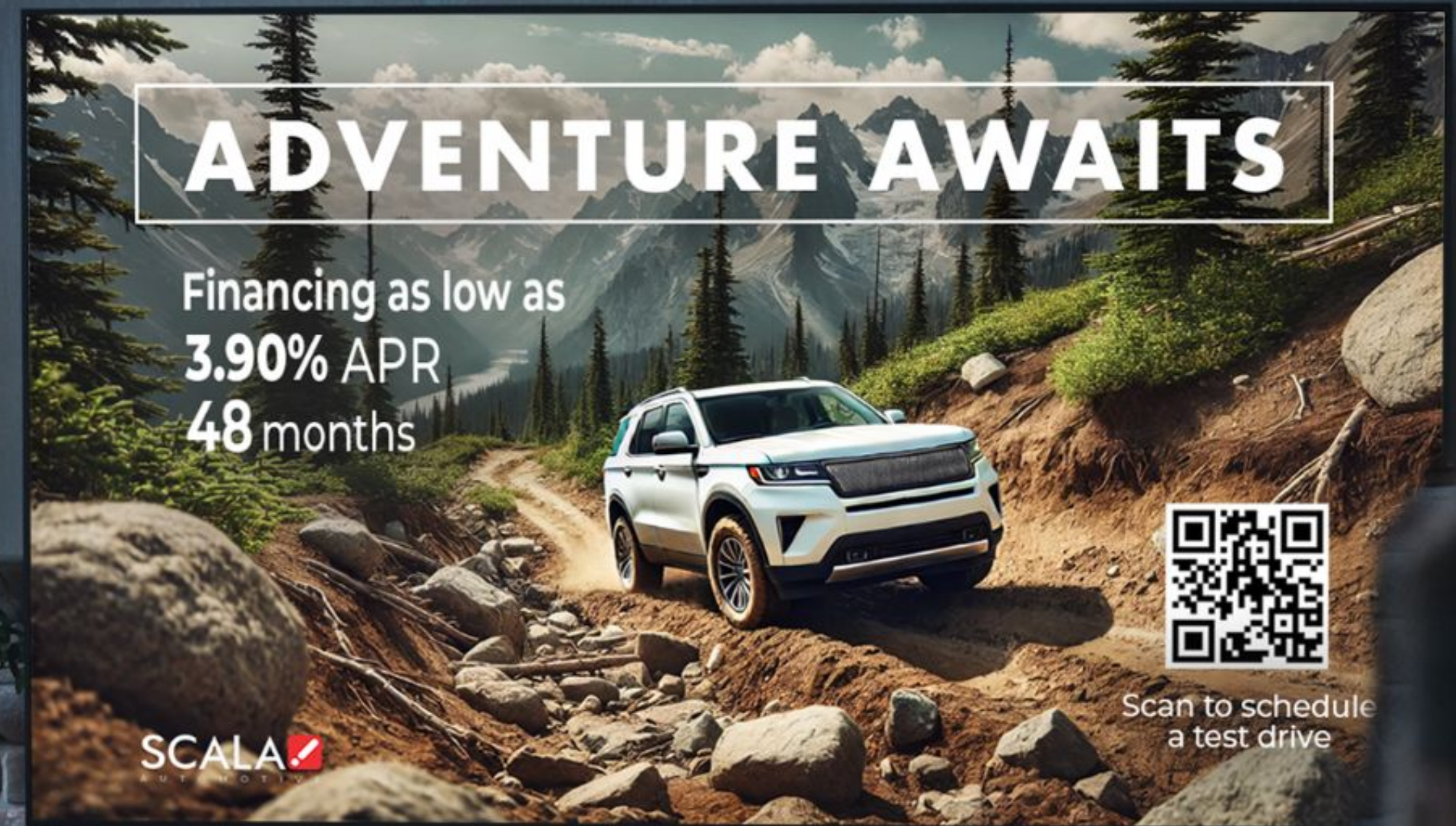
Hyper Targeted Connected TV

Keep buyers engaged with personalized promotions at home.

Data-driven **hyper-relevant ads** reinforce interest by tailoring streaming promotions to customer preferences.

SCALA Solutions:

Machine learning analyzes purchase behavior data to **deliver personalized CTV advertising**, seamlessly continuing the buying journey.



THANK YOU



Scan to learn more



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