



Daimler decided to build a new customer relation through state-of-the-art digital experience in their dealers' network. This project, called MAR2020, is going to be implemented on more than 250 sites in 12 European countries.

Daimler is a German multinational automotive corporation headquartered in Stuttgart, Baden-Württemberg. It is one of the world's leading car and truck manufacturers. Daimler-Benz was formed with the merger of Benz & Cie. and Daimler Motoren in 1926. They produce more than 3.34 million cars with a revenue of 172.7 billion €.

THE OBJECTIVE

- Distribution, installation and maintenance of all Media audiovisual elements inside the MAR2020 project.
- Additional upsides is the model "as a service" not only for media but also furniture and machinery.
- Discussions on-going to support other projects like Vans & Trucks.

WHY ECONOCOM?

- Econocom **Global/Local approach (GLOCAL)**:
 - Ability to manage a project globally
 - Ability to implement the project locally
- **A unique offer: Econocom Retail Solution**, This vertical was a key asset to win the project and differentiate from competition.
- Our capacity **to act as single leading point of contact and as trusted advisor**:
 - Capacity to homologate new products
 - Experience regarding Daimler requests
 - Knowledge of Audiovisual market
- Detailed Q&A process to secure delivery. All the countries deliver the project with the same standards.

KEY FIGURES

€35M revenue Audiovisual Solutions

150K Medium installation

4 years duration of the project

5000+ RFP pages filled

12 countries in scope

32 projects already deployed

Econocom winning Team

I. Garcia (sales)
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Contact

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