shopware®

Executive Shortpaper
for Automotive & Mobility

Control your automotive ecosystem.

More efficiency for dealers, workshops and partners. Less complexity in everyday operations.

How automotive companies connect dealer networks, partner portals and aftermarket services on one commerce platform.

A fragmented ecosystem slows down growth

Typical challenges

- Dealer information lives in different systems.
- Workshops have different ordering processes.
- Product and pricing data is inconsistent.
- Manual coordination creates delays.
- Partners depend on email and phone for routine tasks.

The result

Instead of simplifying collaboration, companies create more operational complexity. Growth becomes harder because every new dealer, partner or market adds another layer of manual work.

Partners expect digital self-service

Partners want to do themselves

- Find the right spare parts
- Check availability
- Place repeat orders
- Download technical documentation
- Track order status
- Manage approvals
- Access individual pricing

Partners still rely on your experts for

- Technical consulting
- Complex product questions
- Fleet projects
- Service agreements
- Business development
- Strategic partnership

Key message

Digital self-service does not replace relationships. It removes routine work so your teams can focus on creating value.

Control and scale your entire ecosystem on one commerce platform

Shopware connects every participant like dealers, workshops, service partners and customers through shared product, pricing and ordering logic.

Service Partner

Self-service for parts, service and support.

Fleet Customers

Centralized purchasing, approvals and reporting.

Workshops

Fast access to parts, availability and service information.

Manufacturer

Central control of products, prices, content and policies.

Dealer Network

Digital portal for ordering, pricing, availability and account management.

End Customers

Consistent experience, across all channels.

One source of truth

Dealer portals, workshop portals and aftermarket services become part of one connected ecosystem instead of isolated systems.

Less time coordinating.
More time growing.

Today

- Manual dealer requests
- Phone and email orders
- Different product data
- Manual approvals
- Separate partner portals
- Limited visibility

Tomorrow

- Connected dealer ecosystem
- Digital self-service
- Central product governance
- Automated workflows
- Unified partner experience
- Better customer relationships

Key message

When routine processes become digital, your teams gain time for partner development, technical consulting and aftermarket growth.

Why automotive companies choose Shopware

Shopware gives you the capabilities to control and scale your dealer and partner ecosystem with less manual work and more consistency.

- ✓ Centralized dealer and partner portals
- ✓ Enable partner self-service
- ✓ Apply role-based pricing, approvals and account controls
- ✓ Connect your business systems with an API-first architecture
- ✓ Manage markets and partner structures on one scalable platform

Let's explore your ecosystem

Book a 30-minute expert conversation to see how Shopware can help you control and scale your automotive ecosystem.

Book an expert conversation