

## CASE STUDY

# TRANSFORMING AUTOMOTIVE OPERATIONS WITH ENTERPRISE AI AUTOMATION

Freedomtech Solutions delivered a central AI automation platform to unify processes, ensure compliance, and drive measurable ROI.



## THE CHALLENGE

MHS Holding's rapid growth created operational inefficiencies and disconnected systems:

- ✗ Fragmented systems & repetitive manual data entry
- ✗ Compliance pressure from BAFDM and ANAF
- ✗ Heavy documents (EPAS, VIN reports, invoices, photos)
- ✗ Poor visibility & communication across dealerships
- ✗ Difficult supporting growth across 12 BMW/MINI dealers and new divisions

### The goal:

unify processes, ensure compliance and deliver measurable ROI.

## THE SOLUTION

Freedomtech Solutions delivered a central AI automation layer across the organisation.

### 100+ AUTOMATED WORKFLOWS

*Across sales, service, insurance, logistics and compliance*

### REAL-TIME DASHBOARDS

*For tracking KPIs and performance*

### GOVERNANCE GUARDRAILS

*And human-in-the-loop oversight*

### CONTROLLED ACCESS

*Accurate, consistent data flow across the group*

## KEY IMPACT AREAS

- VEHICLE & PRICE INTAKE AUTOMATION**  
Faster, accurate onboarding of vehicle data
- INSURANCE DATA EXTRACTION & REPORT SUBMISSION**  
Automated capture and submission with full traceability
- VIN & DOCUMENT INTELLIGENCE**  
AI-powered document processing and verification
- AUTOMATED OFFER CREATION & CRM UPDATES**  
Consistent, timely offers and seamless CRM sync
- COMPLIANCE EXPERTS (BAFDM & ANAF)**  
Built-in compliance checks and audit support
- REAL-TIME SERVICE & TECHNICAL UPDATES**  
Live issue tracking and resolution visibility
- BMW/MINI DEALER INTEGRATION**  
Intelligent staff notifications across all sites



## BUSINESS OUTCOMES

### UNIFIED AUTOMATION LAYER

Across BMW, MINI, Rolls-Royce, MAN Truck & Bus

### 40+ LOCATIONS CONNECTED

In three countries

### FASTER, SAFER, COMPLIANT OPERATIONS

From first vehicle photo to final invoice

### COST & TIME SAVINGS

Improved efficiency and visibility

### SCALABLE & FUTURE-READY PLATFORM

Built to support growth, compliance and excellence

## Contact Us!

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## FINAL TAKEAWAY

MHS Holding replaced fragmented manual processes with a powerful AI automation platform — unlocking real-time visibility, improved compliance, and a scalable model ready to support across brands, countries, and dealerships.