

Microsoft Business Applications

Inner Circle 2024-2025 ASEAN Prestige Club 2024-2025

TECHNOSOFT AUTOMOTIVE DAYS 2025

Three Days of Innovation, Customer Success, and Strategic Partnerships—Where Technology and People Intersect



Event Website



Registration

Driving the Future of Automotive Retail - Together

7-9 October 2025

Daily Live Broadcast: 14:15–16:45 SGT

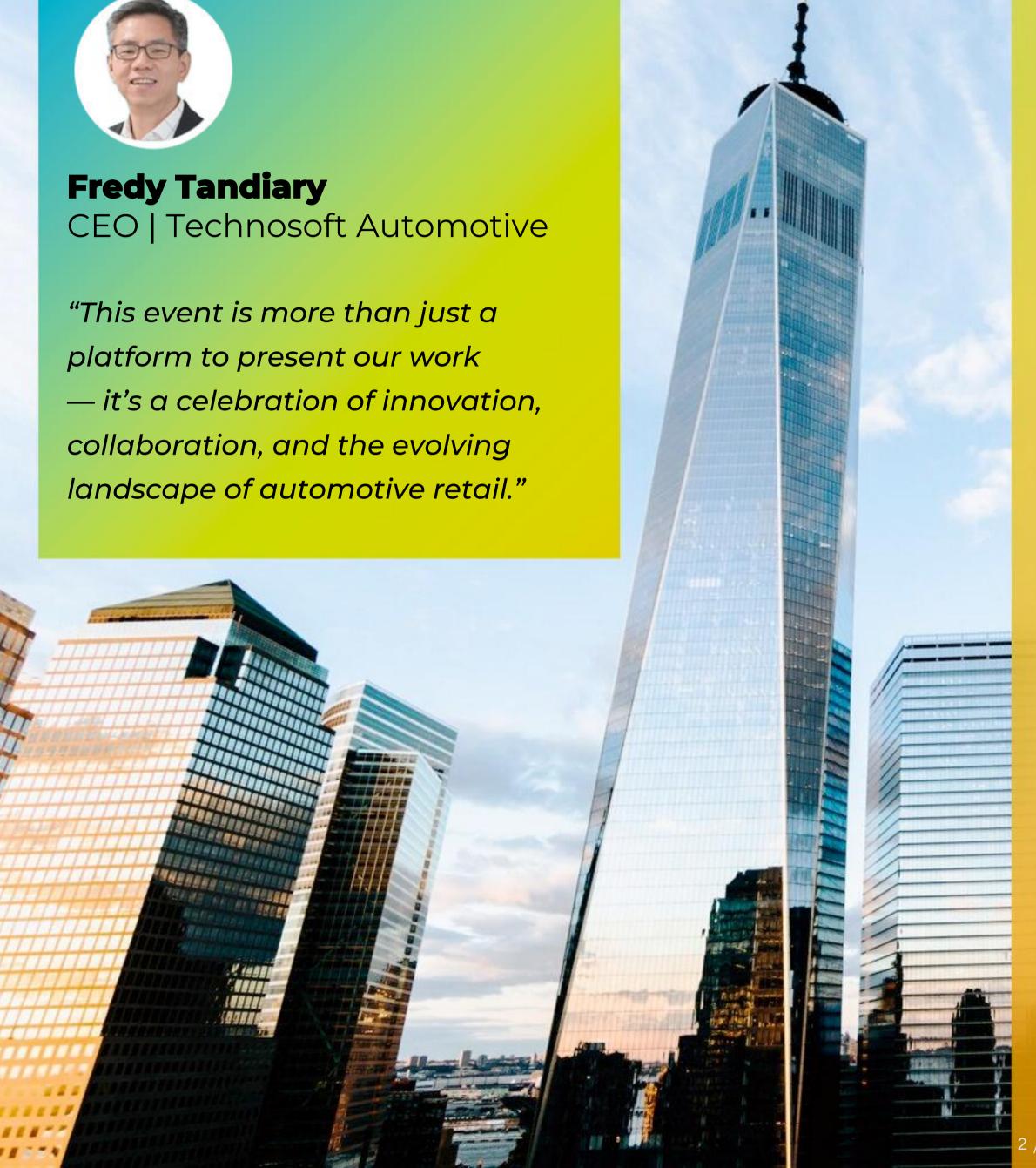
Accessible in Europe (08:15 CEST) and Australia (17:15 AEDT)



#TSAD2025

technosoft automotive





Welcome to Technosoft Automotive Days 2025!!

The automotive industry is experiencing a once-in-a-century transformation. Electrification, connected technologies, sustainability, and the evolution of Al are fundamentally reshaping the industry.

This event brings together leaders, innovators, customers, and partners from Asia-Pacific, Oceania, and EMEA to share practical business applications, customer success stories, and the essence of strategic partnerships.

Hosted annually by Technosoft Automotive's Singapore headquarters, this global online event is your opportunity to experience the intersection of technology and people. Together with partners like Microsoft, we deliver solutions that support the future of the industry.

We hope this event will be a chance to revisit the value created where technology and people meet, by listening to voices from the field.

We look forward to your participation.

Technosoft Automotive Days 2025 Event Administration Office

3.5K+ **DEALERS**



431K+ **COMBINED USERS**



VEHICLE ORDERS



REPAIR ORDERS





Technosoft Automotive Days 2025



About the Event



Dennis de JesusEvent MC
Technosoft Automotive



<u>Technosoft Automotive Days 2025</u> is a global online event uniting leaders, innovators, customers, and partners driving the automotive industry from Asia-Pacific, Oceania, and EMEA.

Over three days, we will explore the challenges facing the automotive industry, cutting-edge IT technologies, successful system implementation projects, and collaborative initiatives.

This event is open to all—automotive manufacturers, dealers, IT vendors, industry consultants, and more.

It is a unique opportunity to network with peers, gain practical insights, and experience firsthand how digital technology is transforming the entire automotive value chain.



Disclaimer:

Speakers, session titles, and content are subject to change without notice.
The views and opinions expressed by individual speakers are their own and do not necessarily reflect those of their respective organizations.





Technosoft Automotive Days 2025





Event Key Takeaways

□ Real-World Implementation Stories

Learn how leading companies have achieved success with Technosoft Automotive Solution.

□ Latest Product Updates & Roadmap

Hear directly from the product development team about new versions and future plans.

□ AI & Copilot Best Practices

Discover practical applications of AI and Copilot in customer experience, business improvement, and decision support.

□ Glocalization in Practice

Understand how to balance global standardization and local optimization, and the importance of partnerships.

□ Dialogue with Industry Leaders

Gain strategic perspectives and real-world experiences from CIOs and executives leading digital transformation.

□ Networking & Collaboration Opportunities

Expand your business possibilities through interactions with peers and partner companies.

<u>Website</u>

Technosoft Automotive Days 2025

Singapore Time GMT+8			October 7 th	October 8 th	October 9 th
			Tuesday	Wednesday	Thursday
Start	End	Min	Exploring the Future of Automotive Retail	Voices from the Field	Where Technology and People Intersect
14:15	14:30	30	Opening	Opening	Opening
14:30	15:00	30	「How Agentic AI Is Transforming Dealership Operations: Plaza Capital's Challenge and Vision」	「Empowering the Frontline through Visualization: Nissan Philippines Shares Insights on TAS Implementation and Future Strategy」	「Driving the Future with AI and People — Microsoft's Vision for Automotive Innovation and Connection」
			Aulvin Basyir CIO, Plaza Capital	Kensuke Okino ASEAN IS/IT Head. Nissan Motor (Thailand) Co., LTD.	Achim Löschner Sr. Solution Engineer– Dynamics 365 Microsoft Germany
			Fredy Tan CEO, Technosoft	Paul Cruz General Manager, IS/IT Nissan Philippines Inc.	
15:00	15:30	30	「Solving Industry Challenges: Live Demonstration of TAS-Yana DMS」	Driving Success Through Challenge: Toyota Laos and Toyota Tsusho Asia on Yana Implementation and What's Next	「Co-Creating a Sustainable Future with Technology and People — In Conversation with Abdul Latif Jameel」
			Technosoft Automotive Presales Team	Kai Manikham IT System Manager Toyota Laos Co,. Ltd.	Leyla Delic Chief Information and Digital Officer (CIDO) Abdul Latif Jameel
				Joey Lam Project Manager Toyota Tsusho Asia Pacific Pte. Ltd.	
15:30	16:30	60	「Introduction to the Latest Features of Yana DMS」 AI/Copilot	Leading the D2C Revolution: GM's Expansion from ANZ to Europe and Yana Implementation Insights	「Building a Valuable Future Together Technosoft and Microsoft EMEA Partners on Human—Technology Synergy」
			Technosoft Automotive R&D Team	Ben Cowan GM, General Motors Australia & NZ	Imran Bin Naeem CEO, Dynamics Solutions & Technology
				Alex Helenport CIO, General Motors Europe	Christophe Chaise, Automotive Industry Expert, Carya
16:30	16:45	15	Closing	Closing	Closing

^{*}TAS stands for Technosoft Automotive Solution, which includes the Dealer Management System (DMS), NSC Systems, and Digital Marketing System. The solution is branded as "Yana".





Event Highlights

Day 1 – The Future of Automotive Retail

□ Keynote by Technosoft CEO Fredy Tan (30 min) Fredy Tan will explore how AI, Copilot, and digital platforms are transforming customer engagement, operational efficiency, and global scalability in the automotive industry. Fireside Chat with the CIO of Plaza Capital Automotive Division

Plaza Capital is a diversified investment group in Indonesia, active in automotive, energy, and real estate development. With over 30 dealerships in Jakarta, Surabaya, Bandung, and Batam, Plaza Capital represents world-renowned brands such as <u>Toyota, Subaru, MINI, BMW, and Harley-Davidson</u>. Through its subsidiary, Kreasi Semesta Group, the company has also entered automotive manufacturing and aftermarket services, supplying high-quality products to OEMs under brands like Otogard and EVO.

Plaza Capital has taken a bold step toward digital transformation by leveraging AI in vehicle sales. While details remain confidential, the adoption of Technosoft Automotive Solution Yana AI platform demonstrates a strong commitment to innovation and data-driven operations. This session will dive deeper into these themes.

Live Demo Session: Solving Dealership Challenges with Technosoft Automotive Solution (30 min) This session will address key business and system challenges faced by dealerships and showcase how our solutions help customers overcome them.
☐ Product Development Team Session: Introducing the Latest Version of Technosoft Automotive Solution /Yana DMS (60 min) Discover the newest features of Technosoft Automotive Solution, including Copilot and Allenhancements, presented by our product

development team.





Opening Keynote

Day 1 – Reimagining Automotive Retail



Fredy TandiaryCEO | Technosoft Automotive

Session Title:

Empowering Dealers, Elevating Experiences with AI: Plaza Capital's Challenge and Vision

In this forward-looking keynote, Fredy Tan explores how AI, Copilot, and digital platforms are revolutionizing customer engagement, operational efficiency, and global scalability across the automotive industry.

Special Session with Plaza Capital CIO

This session welcomes the Chief Information Officer of Plaza Capital as a special guest to share the journey behind their decision to adopt AI and their future outlook following the implementation of Technosoft Automotive Solution.

Plaza Capital operates dealerships for multiple brands, including Toyota, Subaru, BMW, MINI, and Harley-Davidson.

Join us to discover how their bold approach to digital transformation and AI utilization is creating new value in the automotive sector.





Special Guest

Day 1 – Reimagining Automotive Retail



Aulvin Basyir
Chief Information Officer
Plaza Capital



Plaza Capital is a diversified Indonesian investment group active in automotive, energy, and property development. With over 30 dealership outlets across Jakarta, Surabaya, Bandung, and Batam, the group represents globally renowned brands including **Toyota**, **Subaru**, **MINI**, **BMW**, **and Harley-Davidson**. Through its subsidiary Kreasi Semesta Group, Plaza Capital also engages in automotive manufacturing and aftermarket services, supplying OEMs with high-quality products under brands like Otogard and EVO.

Plaza Capital has recently begun its journey into AI-powered automotive retail, marking a bold step toward digital transformation. While details remain confidential, their adoption of Technosoft's Yana AI platform signals a strong commitment to innovation and data-driven excellence — a topic that will be explored during the session.















What is Technosoft Yana Automotive Solution?

Day 1 – Reimagining Automotive Retail



Phorn Adams
Sales Director – ANZ |
Technosoft Automotive



Novell Chow
Presales MGR |
Technosoft Automotive

Live Demo Session:

| Solving Dealership Challenges with Technosoft Automotive Solution |

Session Overview:

In this live demonstration, Phorn Adams (Sales Director – Australia/New Zealand) and Novell Chow (Presales Manager) from Technosoft Automotive will showcase how Yana DMS addresses key challenges faced by automotive dealerships.

Through a hands-on demo, they will present practical solutions to common business and system issues.

This session is especially valuable for:

- •Dealerships using DMS but struggling to meet evolving business needs,
- •OEM distributors seeking timely information collection from their dealer networks,
- •IT vendors involved in the development and implementation of DMS or distributor systems.

Join us to discover how Technosoft Automotive Solution, Yana DMS can help drive operational excellence and business growth.





Where is Technosoft Yana Automotive Solution heading?

Day 1 – Reimagining Automotive Retail



Dyainal HalimVP of R&D |
Technosoft Automotive



Henry Salim
General Manager |
Technosoft Automotive



Chandra Karanina

DMS Product Owner |

Technosoft Automotive

Product Development Team Session:

Introducing the Latest Features of Technosoft Automotive Solution/Yana DMS

Session Overview:

In this session, Technosoft product development team will present the latest features and enhancements in the newest version of the Dealer Management System (DMS).

The update focuses on real-world usability, including improved user experience based on customer feedback, deeper integration with AI and Copilot, expanded global capabilities, and greater efficiency in sales and service operations.

This session offers valuable insights for both current users of Technosoft Automotive Solution and those considering system implementation.





Day 2 – Voices from the Field: Customer Success Stories

On Day 2, OEMs who have implemented Technosoft Automotive Solution will take the stage to share their experiences.

Nissan Philippines Inc. (30 min)

Nissan Philippines has adopted Technosoft Automotive Solution Yana—including DMS, NSC, and digital marketing systems—enabling timely and effective data utilization.

This session is ideal for those interested in the benefits of building systems on Microsoft technologies.

☐ Toyota Laos Co,. Ltd. & Toyota Tsusho Asia Pacific Pte. Ltd. (30 min)

Toyota Laos has completed the implementation of distributor and DMS systems for new vehicle sales and is now moving forward with the development and rollout of aftersales modules for dealerships.

This session is recommended for those considering a phased approach to system implementation across business functions.

General Motors Australia & New Zealand | General Motors Europe (60 min)

GM's Australia and New Zealand operations have successfully implemented Technosoft DMS and are now expanding the solution to their European locations. The system is already live across multiple European sites.

If you're interested in global DMS deployment strategies, this session offers valuable insights into multi-region implementation.





Day 2 - Voices from the Field

Real-world success stories from leading OEMs and automotive brands:

Full-Scale System Implementation Using Microsoft Technologies



Paul Cruz General Manager, IS/IT | Nissan Philippines Inc.



Kensuke Okino ASEAN IS/IT Head | Nissan Motor (Thailand) Co., LTD.



Rainier Familaran
Philippines Sales Director |
Technosoft Automotive



Lily SeptianaConsulting Service |
Technosoft Automotive

Case Study Session Title:

^rEmpowering the Frontline through Visualization: Nissan Philippines Shares Insights on Yana Implementation and Future Strategy」

Session Overview:

Paul Cruz (General Manager IS/IT, Nissan Philippines Inc.), Kensuke Okino (ASEAN IS/IT Head, Nissan Thailand Inc.), Rainier (Sales Director, Technosoft Automotive Philippines), and Lily (General Manager, Consulting Service, Technosoft Automotive) will take the stage to reflect on the implementation of Technosoft Automotive Solution—including DMS, NSC system, and digital marketing platform—at Nissan Philippines Inc.

What's the next move for Nissan Philippines, now that they've achieved timely and effective data utilization? Join us to explore their journey and future vision.





Day 2 - Voices from the Field

Real-world success stories from leading OEMs and automotive brands:

Implementing System Modules in Phases



Joey Lam
Project Manager|
Toyota Tsusho Asia Pacific Pte. Ltd.



Kai ManikhamIT System Manager|
Toyota Laos Co,. Ltd.



Joe Goh VP of Sales | Technosoft Automotive



Gilbert WongSenior Project Manager|
Technosoft Automotive

Case Study Session Title:

 $^\mathsf{\Gamma}$ Driving Success Through Challenge/Toyota Laos and Toyota Tsusho Asia on Yana Implementation and What's Next $? \, ullet$

Session Overview:

Joey Lam (Project Manager, TOYOTA TSUSHO Asia Pacific Pte. Ltd.), Kai Manikham (IT System Manager, Toyota Laos Co., Ltd.), Gilbert Wong (Senior Project Manager, Technosoft Automotive), and Joe Goh (VP of Sales, Technosoft Automotive) will share the behind-the-scenes story of digital transformation at Toyota Laos.

This session will reflect on the implementation of the NSC system and DMS for new vehicle sales, highlighting key milestones, challenges overcome, and the resulting business impact. The speakers will also provide insights into future initiatives and next steps in their transformation journey.





Day 2 - Voices from the Field

Real-world success stories from leading OEMs and automotive brands:

Expanding a System Built in ANZ to Europe – A Multi-Country Implementation Journey



Ben CowanGeneral Manager|
General Motors-ANZ



Alexandre Helenport
Chief Information Officer
General Motors Europe



Phorn AdamsSales Director – ANZ |
Technosoft Automotive



Maximilian Straub
Sales Manager Germany
Technosoft Automotive

Case Study Session Title:

Leading the D2C Revolution/GM's Expansion from ANZ to Europe and Yana Implementation Insights

Session Overview:

Ben Cowan (General Motors – ANZ/GM) and Alex Helenport (CIO, General Motors – Europe) will join Phorn Adams (Sales Director – ANZ, Technosoft Automotive) and Maximilian Straub (Sales Manager – Germany, Technosoft Automotive) for a panel discussion on GM's direct-to-consumer (D2C) system strategy.

The session will explore the successful system implementation in Australia and New Zealand, and its ongoing expansion across multiple European countries. Learn how GM is driving digital transformation through a unified global platform.





On the third day, a discussion will be held with product developers, implementation partners, and user companies on two key themes: the "glocal" approach created by the synergy of technology and people that is essential for multinational system deployment, and the unique "role of humans" in the age of AI.

☐ Microsoft Session: Microsoft Germany (30 min)

Microsoft Germany will present case studies of Microsoft technology adoption by German OEMs.

The session will also highlight the latest AI capabilities in Microsoft's business applications, time permitting.

Leadership Session : Abdul Latif Jameel (30 min)

Operating across the Middle East, North Africa, and Europe, Abdul Latif Jameel will share how they are addressing digital transformation and diversity challenges.

Through a panel discussion with Technosoft, the CIO will present their vision for innovation and inclusive growth.

☐ Business Alliance Session : EMEA Microsoft Business Application Partners (60 min)

Partners specializing in Microsoft Dynamics 365 and Power Platform will join a panel discussion on key success factors in deploying, developing, and scaling Technosoft Automotive Solution across regions.





Microsoft Session



Achim Löschner
Sr. Solution Engineer- Dynamics 365 |
Microsoft Germany

Microsoft Session Title:

^rDriving the Future with AI and People— Microsoft's Vision for Automotive Innovation and Connection」

Session Overview:

In this session, a guest speaker from Microsoft Germany with deep expertise in the automotive industry will present real-world case studies of Microsoft technology adoption by German OEMs.

The session will also highlight the latest AI and Copilot capabilities within Microsoft's business applications.

This is a unique opportunity to learn directly from a technology leader at the forefront of industry transformation.





Exploring Mobility, Empowering People, Creating Value, and Driving Vision Across Regions



Leyla DelicChief Information & Digital Officer
Abdul Latif Jameel



Gunkut AyvazogluEMEA Sales Director |
Technosoft Automotive



Nizar Bakadir Sales Manager EMEA | Technosoft Automotive

Leadership Session Title:

^rCo-Creating a Sustainable Future with Technology and People — In Conversation with Abdul Latif Jameel

Session Overview:

This session will feature the Chief Information Officer of Abdul Latif Jameel (ALJ), who will share the company's global approach to mobility transformation through the lens of where technology and humanity intersect. The conversation will revolve around ALJ's four foundational pillars: redefining mobility across regions, empowering individuals and communities, creating sustainable and data-driven value, and envisioning a future shaped by both technological innovation and human insight.

By examining real-world implementations, tangible outcomes, and future directions, the session will offer a deep understanding of how ALJ is addressing the complex challenges faced by global enterprises. It will also provide valuable perspectives on how people and technology can collaborate to build a more inclusive and forward-looking future.





Roundtable Discussion with EMEA Microsoft Business Application Partners



Imran Bin Naeem
CEO
Dynamics Solutions & Technology



Christophe Chaise
Automotive Industry Expert|
Carya



Gunkut Ayvazoglu EMEA Sales Director | Technosoft Automotive



Maximilian Straub
Sales Manager Germany
Technosoft Automotive

Partner Session Title:

^FBuilding a Valuable Future Together, Technosoft and Microsoft EMEA Partners on Human–Technology Synergy

Session Overview:

In this session, Gunkut (EMEA Sales Director, Technosoft Automotive) and Maximilian Straub (Sales Manager – Germany, Technosoft Automotive) will host a roundtable discussion with leading Microsoft Business Application partners from the EMEA region.

The conversation will explore why these partners chose to collaborate with Technosoft Automotive Solution, and the unique value they deliver to customers through this partnership. As AI becomes a buzzword, this session also dives into a critical question: "What is the role of human expertise in driving meaningful transformation?"

Don't miss this opportunity to hear directly from those shaping the future of automotive technology.



Technosoft Automotive Days 2025





Al and Copilot in the Automotive Industry

All and Copilot are fundamentally transforming the way work is done in the automotive industry.

From sales and service to inventory management and customer engagement, AI analyzes vast amounts of data to support more accurate decision-making. Copilot functions as a "digital assistant," instantly providing frontline staff with the information they need and guiding workflows smoothly. As a result, customer relationships are evolving to become deeper and more personalized, while operational efficiency is dramatically improving. For globally operating companies, this also enables flexible responses to regional needs while maintaining standardized processes. AI and Copilot are key to unlocking new value across the entire automotive value chain—through seamless collaboration between technology and people.



Glocalization

- = Maintaining a global strategy while flexibly responding to local market needs and customs
- = Creating value through the fusion of global and local perspectives

As markets become increasingly diverse, OEMs and dealers are required to balance global standards with local expectations.

Technosoft Automotive Solution provides a framework that ensures operational consistency and compliance, while flexibly adapting to the unique needs of each region.

At Technosoft Automotive Days 2025, Technosoft, regional partners, and customer organizations will take the stage to share practical approaches for achieving both standardization and local optimization. Together, they will explore the value created through collaboration and co-creation and discuss the keys to successful system implementation projects.



Future-Ready Workstyles: Aligning with the Needs of a New Era

In countries facing a declining labor force, achieving more with less is becoming essential. While setting clear priorities is important, leveraging IT effectively is increasingly critical to empower employees. Microsoft and its partners are actively addressing this challenge by providing solutions that enhance productivity, streamline operations, and support human-centric innovation. At the same time, user organizations are making significant efforts to adapt—by rethinking workflows, investing in digital tools, and fostering a culture of empowerment. This topic will also be featured in this event, highlighting practical approaches and real-world examples from both technology providers and user enterprises.



Technosoft Automotive Days 2025



A Heartfelt Thank You to Our Participants

^rOur business began in the ASEAN region and has steadily expanded in recent years to Oceania (Australia and New Zealand), East Asia, Central Asia, and the EMEA region (Europe, the Middle East, and Africa), where we are now driving diverse projects across each market.

At last <u>year's Technosoft Automotive Days 2024</u>, we welcomed participants from around the world and received highly positive feedback. Building on that input, this year's event is designed to offer even more opportunities for customers and partners to share their experiences.

At <u>Technosoft Automotive Days 2025</u>, we will showcase how our initiatives—powered by Microsoft technologies—are being embedded into real-world operations in the automotive industry and delivering tangible results.

In an era where AI is in the spotlight, we believe it is more important than ever to reaffirm the principle that people must remain at the center. Through the wisdom and experience of those working on the ground, and through the connections we foster with our customers and partners, we aim to rediscover the true driving force behind meaningful transformation—human insight.

We sincerely hope this event will offer you new perspectives and valuable insights through practical case studies and thoughtful dialogue emerging from the intersection of people and technology. J

Ryohei Yoshijima

Technosoft Group COO Microsoft Regional Director Microsoft MVP for Business Application

Technosoft Group Overview



Snapshot

<u>Technosoft Automotive</u>
Microsoft Business Application – Global ISV
Singapore | Thailand | Indonesia | Philippines |
Vietnam | Australia | Turkey | Lithuania |
Morocco | Japan | Germany | Sweden |

<u>Technosoft Consulting</u>
Microsoft Business Application – VAR

Recognition



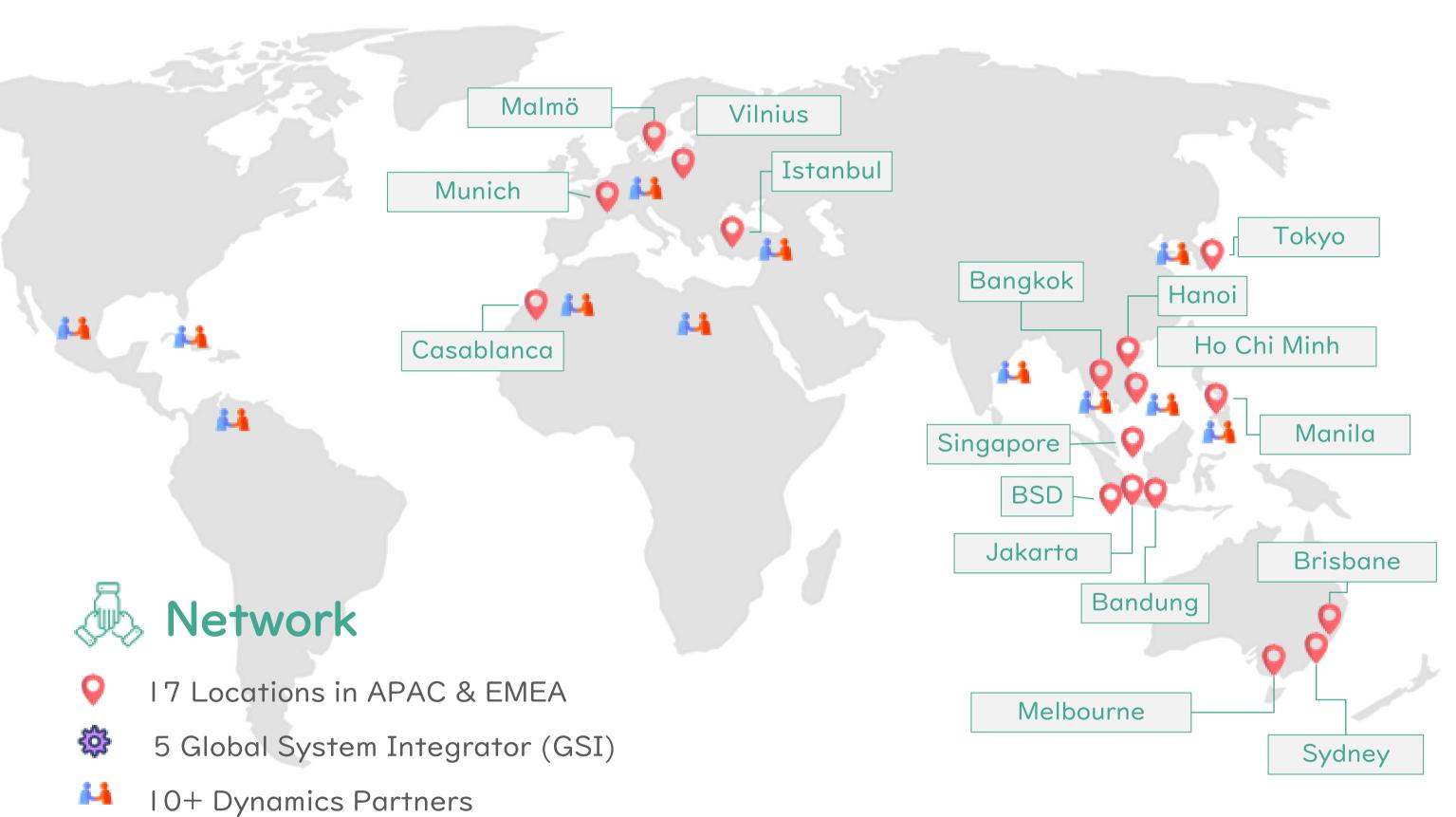
Microsoft
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Club 2024–2025



Microsoft
Solutions Partner

Business Application
Data & AI
Digital & App Innovation
Infrastructure
Modern Work

17 Locations in APAC/EMEA Team Members are working in 12 Countries



Global Coverage

Technosoft Automotive Solution Users



I in Indonesia (24% Market Share)

I in Philippines (50% Market Share)



Dealers

0.0M+

Repair

Orders







































































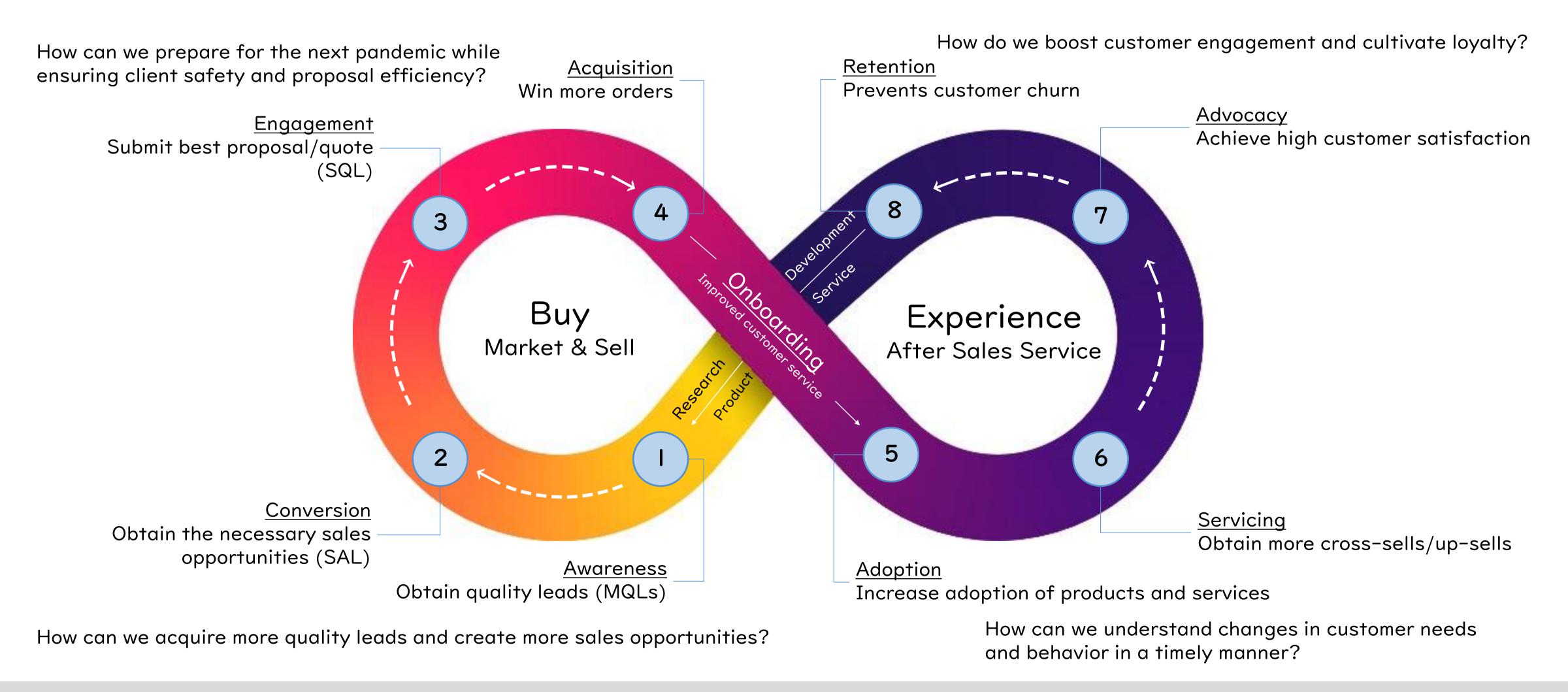






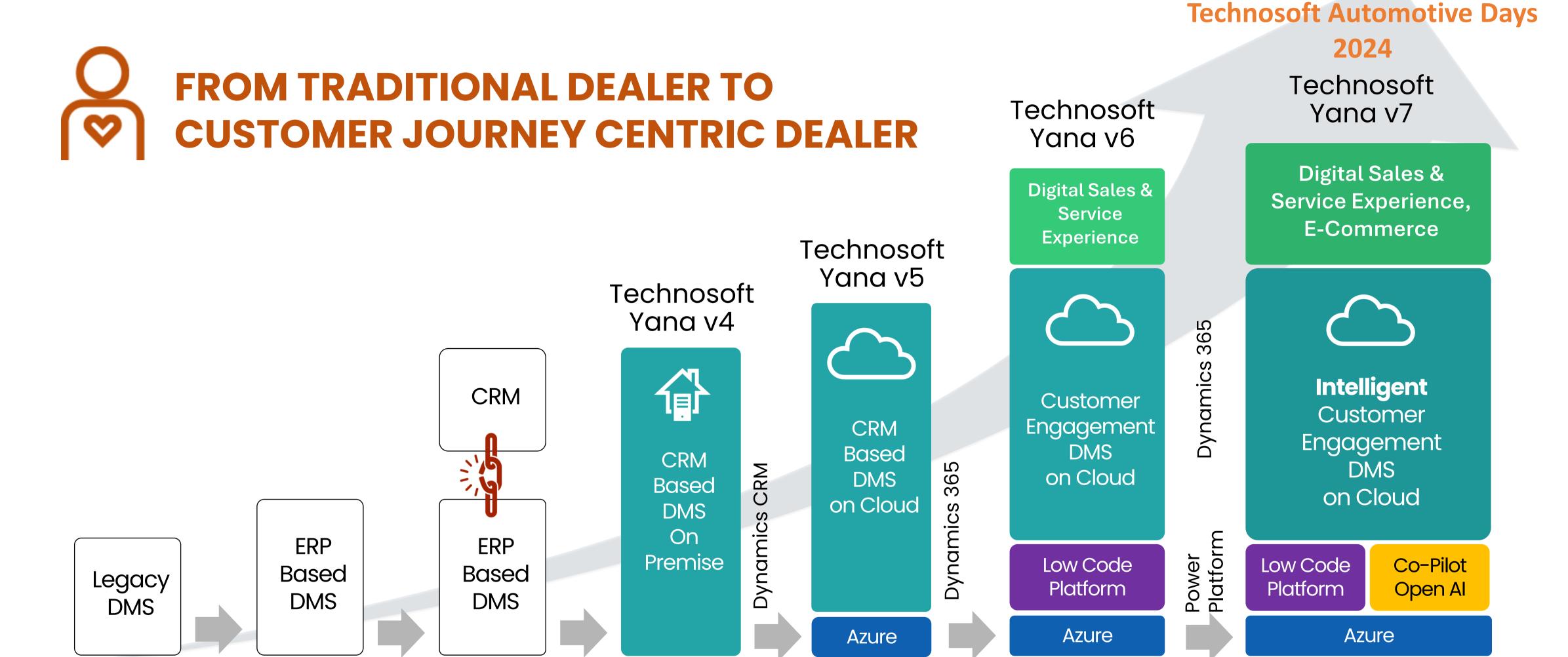


Creating Customer-Centric Value The Importance Of The Customer Journey



Solutions are essential to address customer expectations that shift in real time.

Yana DMS: The Importance of a CRM-Based System



Transactional – Operation Focused

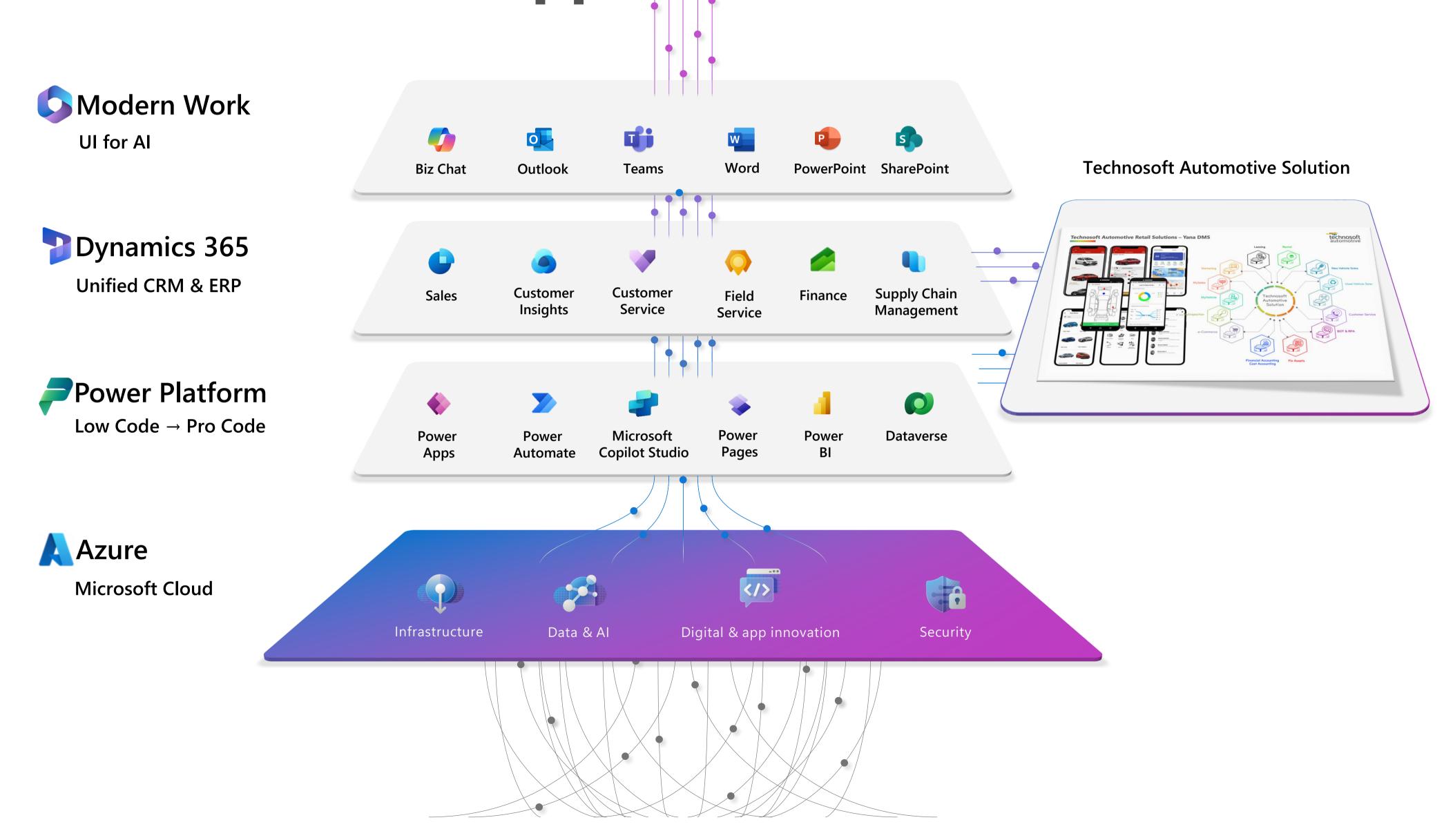
Customer Lifetime Value

Technosoft Automotive Solution | Yana DMS + Microsoft Al

Leveraging the Customer Data Platform (CDP) and its data, combined with AI, is essential for gaining a comprehensive 360-degree view of customers and vehicles.

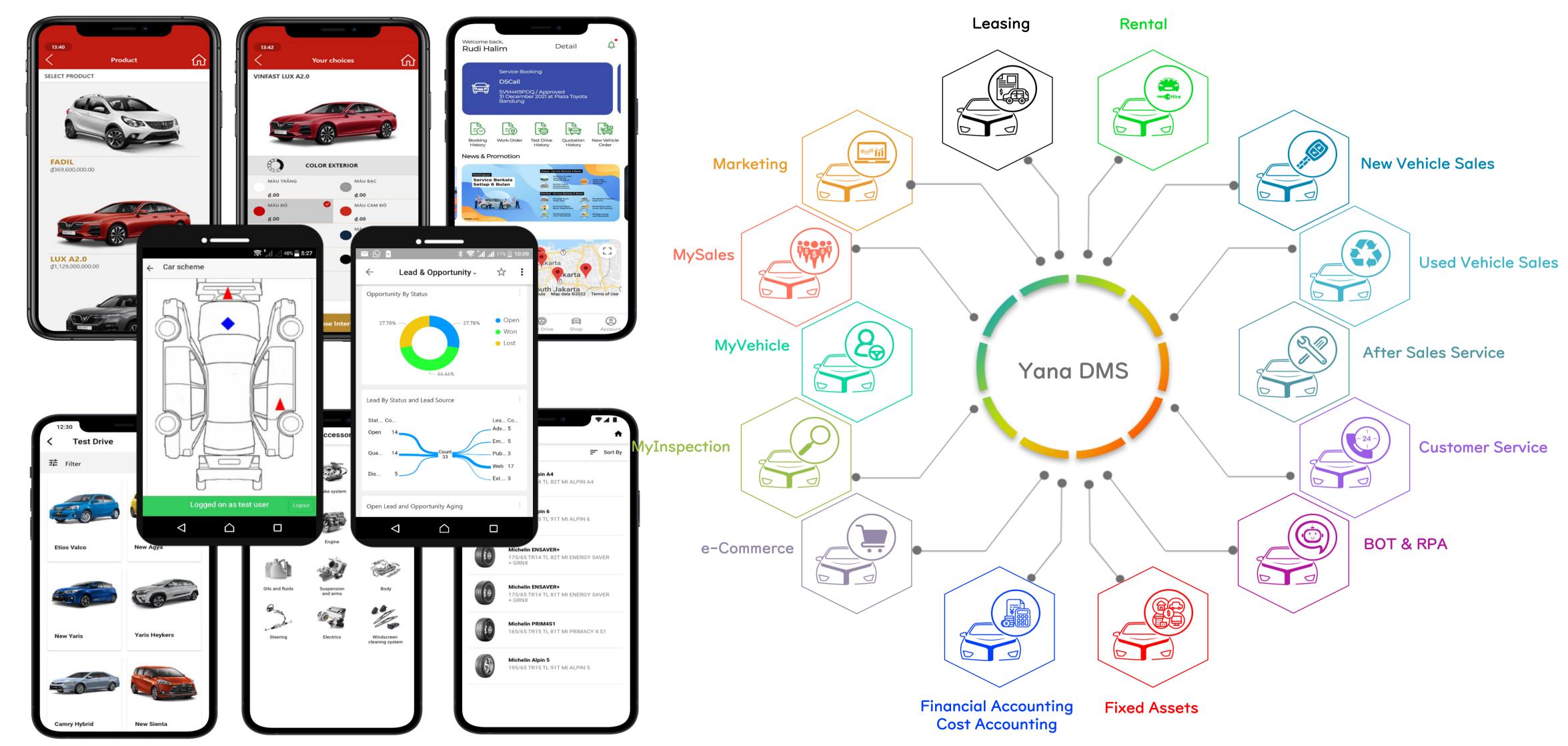


Microsoft Business Applications + Technosoft



Technosoft Automotive Solution | Yana DMS – Mobility Features





www.technosoftautomotive.com

One of the Best Platforms for Automotive Retail Industry













Technosoft Automotive Solution Yana DMS

Website, External Systems

OEM NSC Systems Parts Catalog, Warranty Claims, etc.) Service Web US, \Box

Enterprise











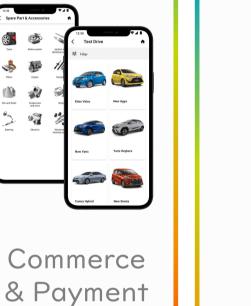






















Service



Service



Voice

Microsoft Dynamics 365



Remote

Assist



Demand

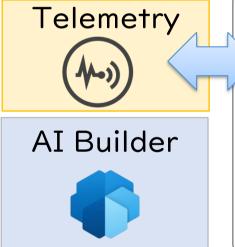
Forecast







Copilot



Gateway



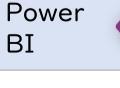
Graph

MyVehicle



Power Platform

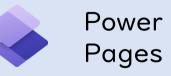














Finance













































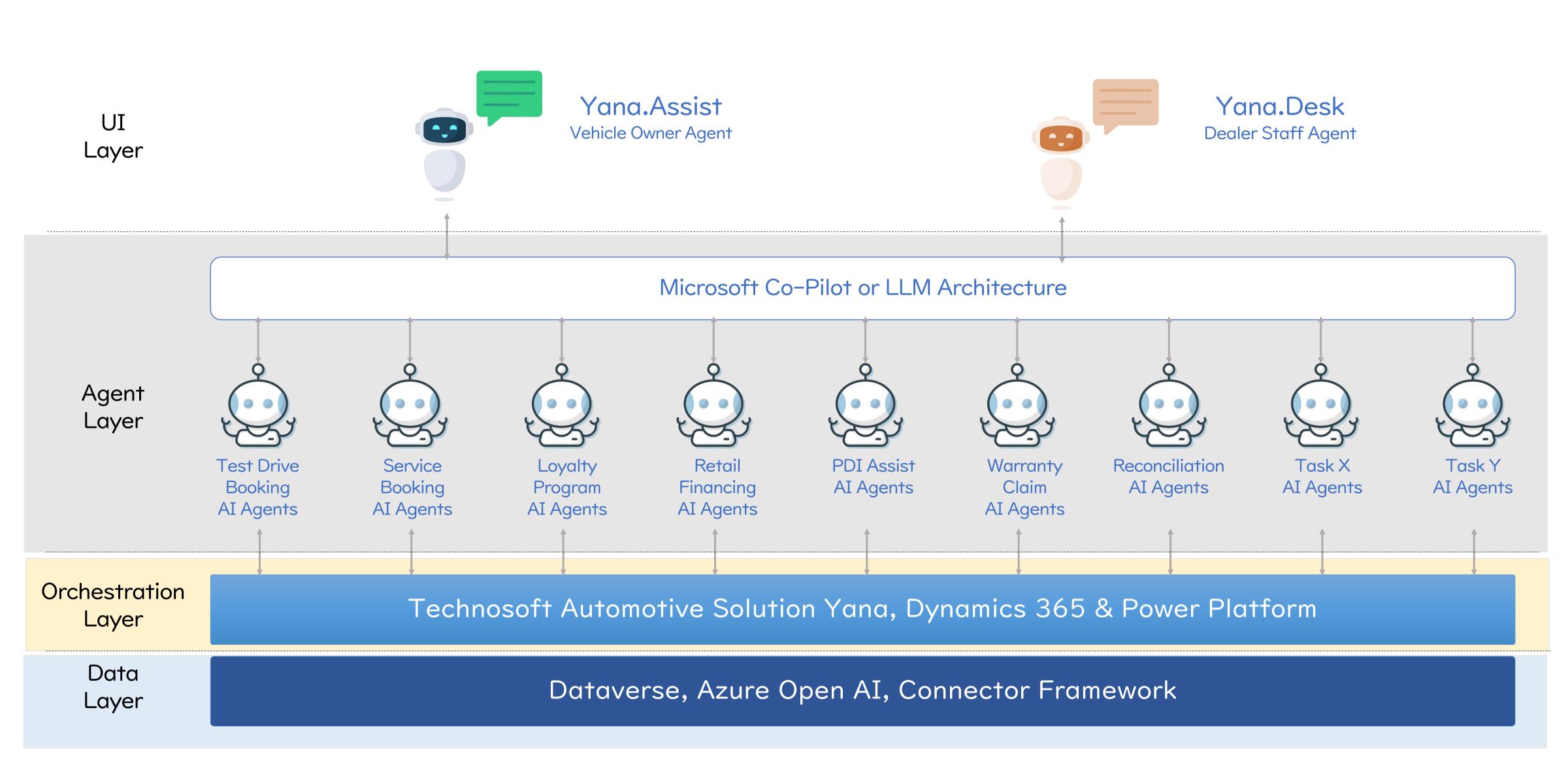




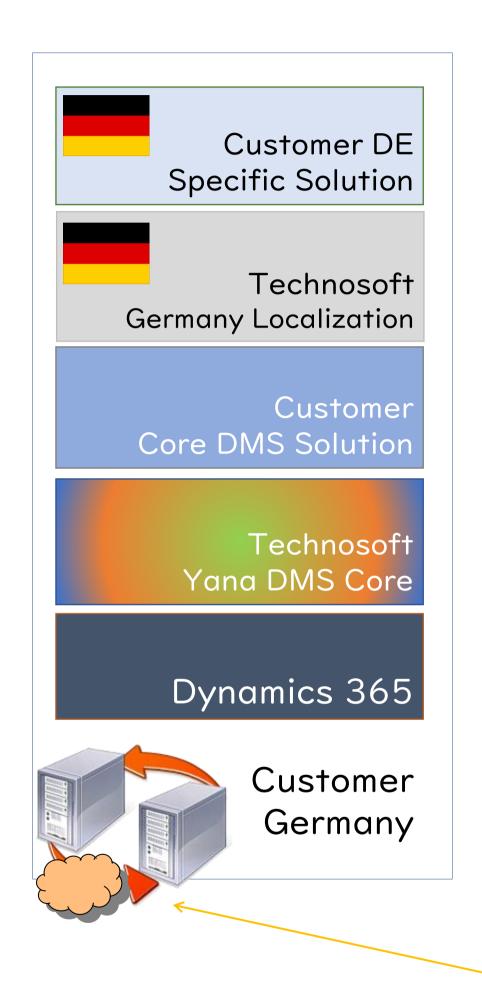


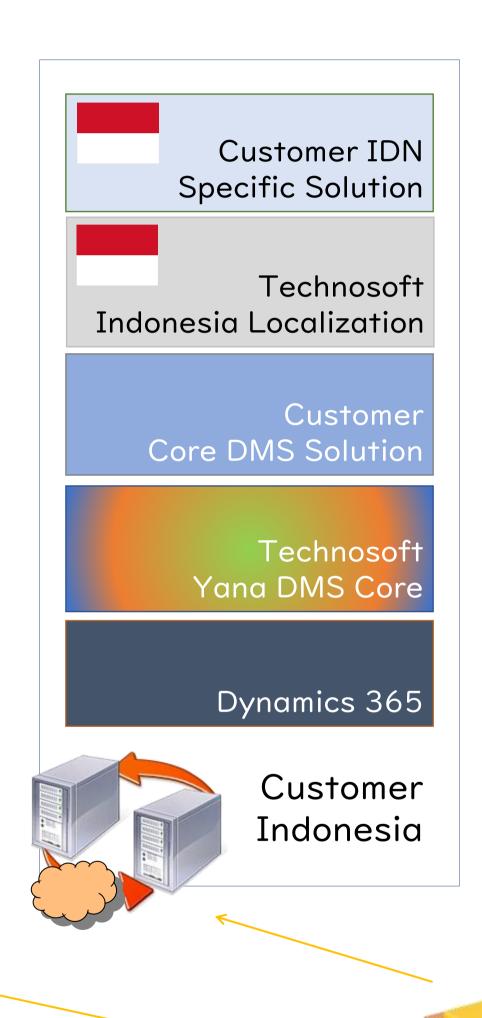


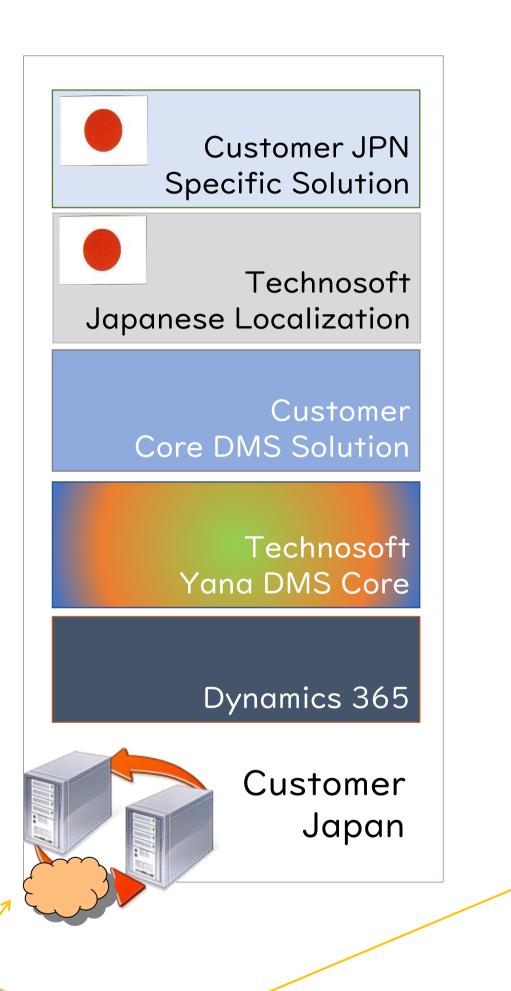
Technosoft Agentic AI Architecture

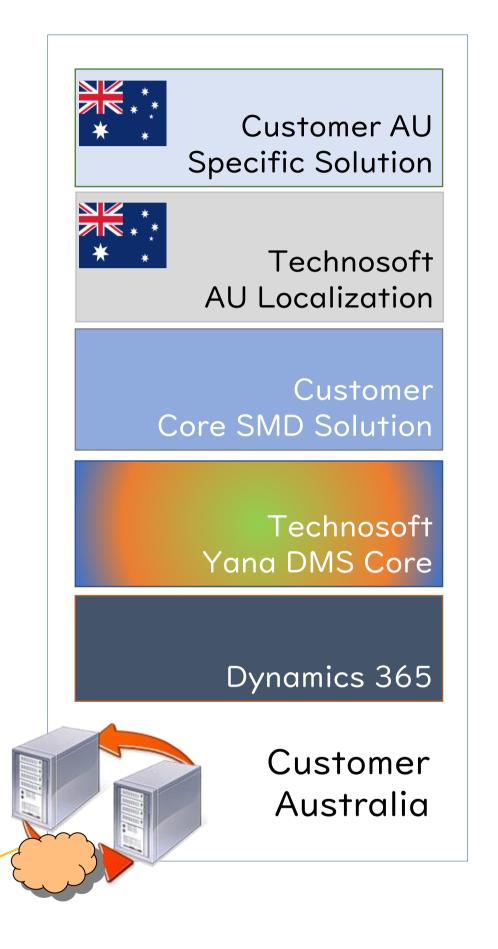


Build Once Deploy Everywhere Architecture for Global Deployment of DMS

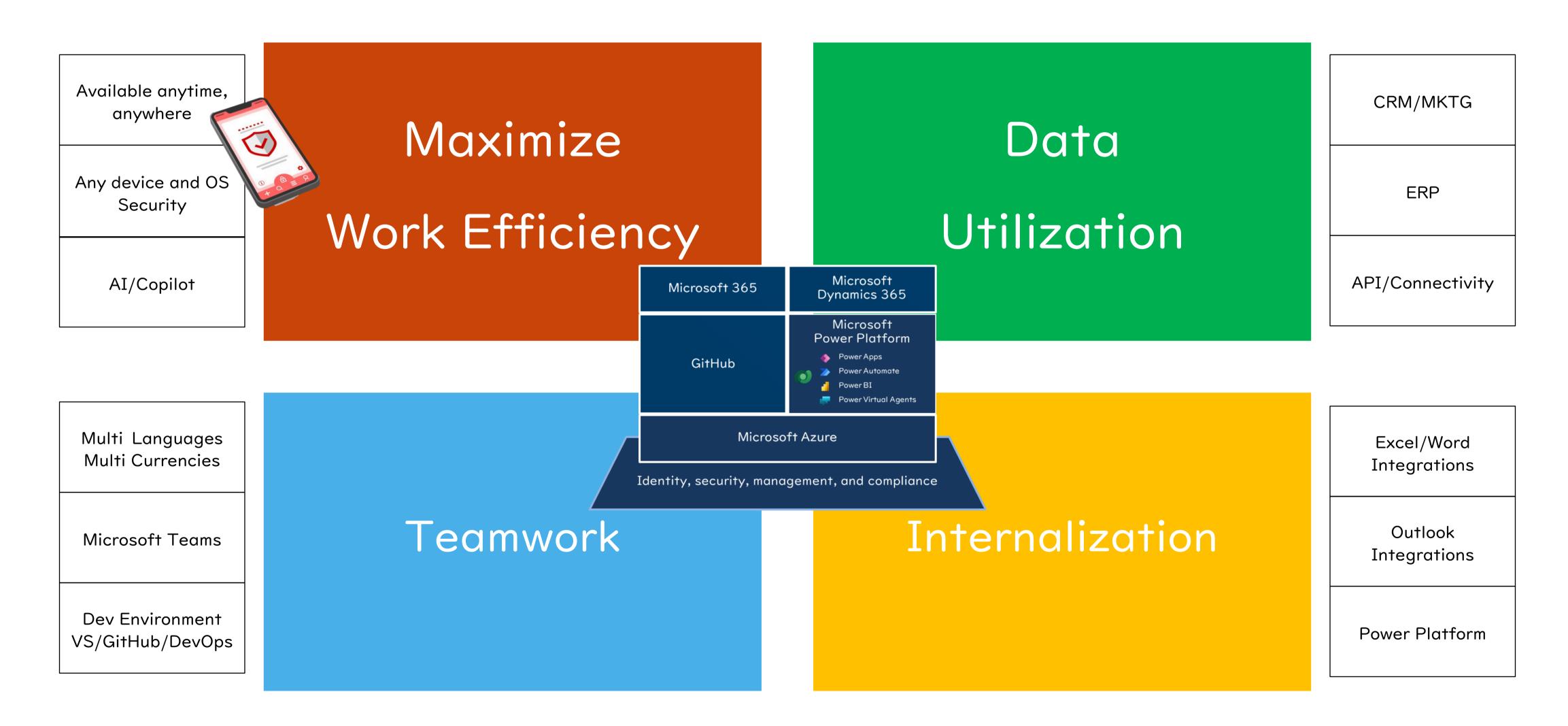








「Usability」「Flexibility」「Scalability」 \rightarrow 「Enablement for In-House Development」



Empower Employees-Workstyle Transformation





Technosoft Automotive Days 2025

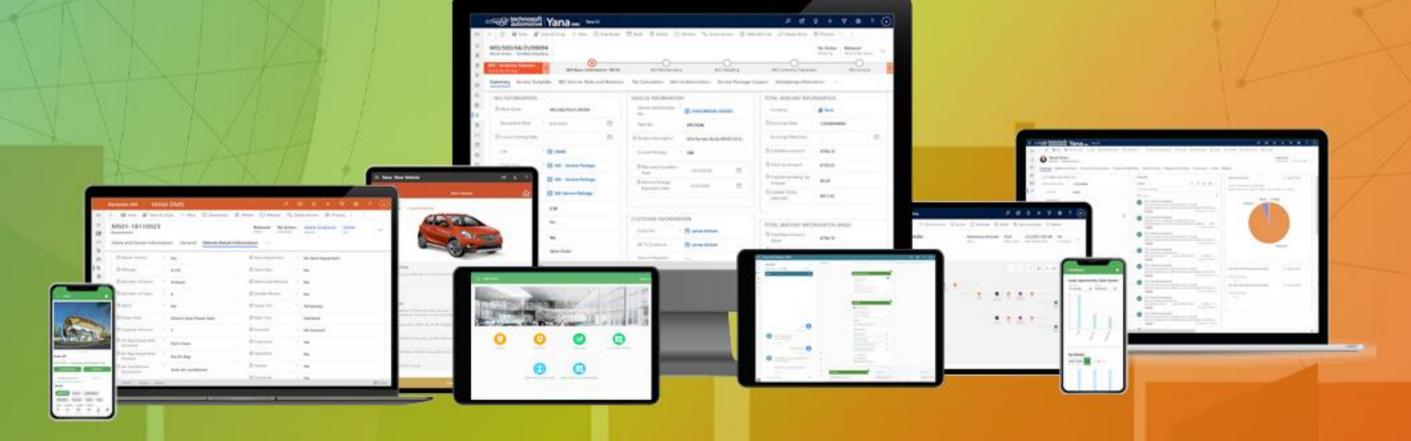
Three Days of Innovation, Customer Success, and Strategic Partnerships—Where Technology and People Intersect



Event Website



Registration Form





Technosoft (SEA) Pte. Ltd.

38 Beach Road, #30-11, South Beach Tower, Singapore 189767















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