


**Audi**


---

## Overview

**Audi AG**

Ingolstadt, Germany

**Industry**

Automotive

**Solution**

Kapow Katalyst™

**Company Profile**

Audi ranks among the most successful premium automakers in the world. Headquartered in Ingolstadt, Germany, Audi AG is on a continued path for growth—in 2011 alone the company sold more than 1,302,650 cars. Audi is experiencing an increase in production volume and thereby an expansion of its workforce at different international facilities. Currently Audi employs approximately 62,000 people worldwide; 47,000 people are working at the German production sites in Ingolstadt and Neckarsulm.

---

“Executing various tasks manually had already become a time-consuming routine. We needed to take action and offer our staff a central solution that would simplify their daily workflow.”



Günter Rauter  
Enterprise Portal/  
Collaboration  
Solutions, Audi AG

# Audi Boosts Employee Productivity with Kapow Software™

Audi speeds up and automates internal workflows by integrating services and tools from numerous sources into one convenient intranet portal.

Leading German car manufacturer Audi uses the Kapow Katalyst™ platform to effortlessly upload and integrate services and tools requested by employees onto its intranet portal to significantly simplify internal workflows and increase the productivity of its workforce. Kapow Katalyst ensures that business processes remain intact while integrating web, cloud and on-premise services into one single platform and minimizing additional workload for the IT department. With Kapow Katalyst, Audi reduced the implementation time of its integration projects by up to 75 percent.

## The Challenge

In 2006, Audi sought to simplify its business processes across all company web properties by extending its intranet and integrating different processes and tools into a central portal for everyone. At the time, employees were using various freely available online services to perform their daily work, such as using travel and weather sites for business travel planning. While using these sites facilitated daily tasks, the process was too slow and cumbersome, and inconsistent navigation tools and pop-up ads distracted staff and led to lengthened workflow. The primary business goal of the integration project focused on improving productivity and application efficiency by making these valuable services available through a central access point with a single, easy-to-use interface. Another key objective was to ensure that online services that could not be securely accessed due to IT rules could be safely made available via the portal as well.

Audi envisioned a company-wide interface that would be capable of bundling all external and internal business-relevant services.

## The Solution

Kapow Software had already been successfully deployed in previous IT projects, so Audi trusted the Kapow Katalyst platform as a way to build its Intranet portal as well. With Kapow Katalyst, Audi was able to flawlessly integrate both internal and external applications into the portal, while adhering to relevant security regulations. It also allowed each application interface to be exactly adjusted to the needs of the particular user.

## Case Study

Audi

“The Kapow Katalyst integration platform allows us to flexibly extract, integrate, deliver and utilize data from different sources without excessive effort. Using this technology, our IT department can consolidate and display any data on one single platform—as self-service function.”

— Günter Rauter, Enterprise Portal/  
Collaboration Solutions, Audi AG



Besides various web services, the portal provides easy access to internal tools, such as various country databases that provide access to information and economic data on potential production sites or sales offices across the globe. In addition, a custom-built application that was developed in house at Audi created a country ranking based on infrastructural data or details on state subsidy programs to support sales planning.

### The Results

Today, Audi's internal portal platform consists of eight single portals being used by about 60,000 people in more than eight countries—with all portal content being available in respective local languages. Currently, the intranet integrates more than 15 services and applications, which have helped to simplify and automate Audi's internal workflow processes. Basic applications, such as travel planning, have been noticeably simplified—a positive change that is benefitting employees and the company as a whole. The integration with the German Olympic Sports Association is an additional bonus for Audi's staff members, who can now use the portal to search for public sports events across all company sites worldwide.

Audi is seeing a very high level of user acceptance among Audi's line of business staff and the IT department. Kapow Katalyst effectively addresses line of business staff needs through faster turnaround of requests and more streamlined process. Audi's IT department can now integrate new services on demand within one to two weeks instead of one to two months. Based on the success of project, Audi employees internally refer to Kapow Katalyst as a truly “catalytic technology.”

### The Future

The only technical limitations encountered when building and deploying the new central portal occurred because of Audi's internal infrastructure. However, the experience with Kapow Katalyst was so encouraging that Audi is currently ramping up for a new portal project

Audi plans to continue streamlining its business processes by creating and offering new services that allow for automated data utilization.



Kapow Software  
260 Sheridan Avenue, Suite 420  
Palo Alto, CA 94306 USA  
T +1 800.805.0828  
F +1 650.330.1062  
[www.kapowsoftware.com](http://www.kapowsoftware.com)  
[sales@kapowsoftware.com](mailto:sales@kapowsoftware.com)

#### About Kapow Software

Kapow Software, a Kofax company, harnesses the power of legacy data and big data, making it actionable and accessible across organizations. Hundreds of large global enterprises including Audi, Intel, Fiserv, Deutsche Telekom, and more than a dozen federal agencies rely on our agile big data integration platform to make smarter decisions, automate processes, and drive better outcomes faster. They leverage our platform to give business consumers a flexible 360-degree view of information across any internal and external source, providing organizations with a data-driven advantage. For more information, please visit: [www.kapowsoftware.com](http://www.kapowsoftware.com).

Kapow Software and the Kapow Software brandmark are trademarks of Kapow Software. All other product or service names mentioned in this document may be trademarks of the companies with which they are associated.