

At Sport Auto Plus, consistent digitalization is a core part of the business model. Car rentals involve a wide variety of document types, each with varying structures - which means that artificial intelligence with DocuWare IDP is extremely helpful in automating processes.



Joachim Hubinger, Head of IT / Orga at Sport Auto Plus GmbH in Bochum, Germany is making the office as paperless as possible.



"We rely on digital, paperless processes and use the electronic archive to ensure that, whenever possible, information is available anywhere, at any time, for both internal and external partners. Unnecessary manual work is no longer affordable in the long-term. If companies fail to digitalize, it will put them at a disadvantage sooner or later."



- Location:** Germany
- Industry:** Service (car rentals)
- Deployment:** Cloud
- Department:** Purchasing, Sales, Marketing, Customer management, Accounting, Management
- Integration:** MS Outlook, DATEV, HubSpot, easybill

In May 2024, on the grounds of the historic Opel plant in Bochum, Germany, an innovative car rental business sprang to life. Their target market was clearly defined: sport enthusiasts. The start-up consistently took a digitalization-first approach - with DocuWare Cloud and DocuWare Intelligent Document Processing (IDP).

Sport Auto Plus's business model is based on what they call a "car subscription," offered specifically to people who can demonstrate a connection to sports - be it endurance athletics or team sports. A one- or two-year subscription lets customers enjoy the use of a car worry-free. All they have to do is fill up the tank - and they skip the administrative hassle of a leasing contract. The founders draw on extensive experience at a similar company, and they have a clear strategy: taking full advantage of digital opportunities to create a competitive advantage. Along with optimizing internal processes, they want customer communication in particular to rise to a new digital level.

Scalability with Digitalization

The start-up is focused on growing quickly: By July 1, 2024, the website was already online, and after just six months they had received over 3,000 orders. About 1,000 vehicles are already on the roads; by the end of 2025 that number should rise

to more than 4,000. To achieve these ambitious goals, it is essential to digitalize all internal and external processes as much as possible - one of the company's key guiding principles.

From the very beginning, two add-ons were integrated into the DocuWare Cloud installation: one for Intelligent Document Processing and one to make key documents available to customers in an online portal. The latter addition plays a key role in customer-facing processes, including processing traffic violations for the rented vehicles. The IDP's artificial intelligence is also helpful for more traditional digitalization processes like processing incoming invoices, where it helps to extract and classify documents.

Challenges with Recognition

Processing minor traffic offences and other violations presented a particular challenge for the recognition software, because Germany does not use a single unified notification form - each state authority has its own variation. That means that the software must first extract the information pertaining to the offence and the vehicle. Following that, the system compares the data with the CRM system HubSpot to identify the responsible customer and forward the required information to the authorities. In parallel, the customer is notified.

"IDP was of key importance as we were selecting a DMS. We needed a system that would automatically recognize documents, as that is extremely important for our digitally oriented business model."

"Our goal with digitalization is to be able to continue scaling while maintaining the same team size. It should make no fundamental difference whether 100 or 1,000 vehicles go through our processes every day."

"Our customer portal gives all customers access to the information they need, from the status of their order, to contract details, damage processing, assessments or parking permits."

Digital invoice processing was part of the DMS installation from the very beginning, and went live just two months after the company's launch. Incoming invoices go through a two- or three-stage approval process, depending on the value. They are assigned to the appropriate account via a digital workflow before being posted in the DATEV financial software. While invoices are received almost exclusively in digital formats – either by email or as an e-invoice (ZUGFeRD, in this case), official notices of traffic violations still typically arrive by post. These are digitized with a powerful, high-performance scanner. The IDP solution, which uses machine learning, now achieves an impressive 90% recognition rate for data from the scanned documents.

Totally Transparent Customer Portal

The digital document archive is at the heart of the company's business processes. All 20 relevant document types – including orders, contracts, traffic violations, parking permits, vehicle registration

certificates, drivers' licenses, damage reports and assessments – are stored centrally and drive both internal and customer-facing processes.

Customers can access their documents directly through the customer portal – and soon via a dedicated app. It's a fully digital process that guarantees maximum transparency and efficiency.



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