

The Next Generation of Digital Vehicle Pricing.



How AMAG, BOPP Solutions and PDi Digital modernised digital vehicle price management across Switzerland

4,150+

deployed Displays

50

Dealership locations

100 %

Data Synchronization

Real-time

Price & Leasing Updates



The Challenge

Modernising Digital Price Management

As pricing and leasing information became increasingly dynamic, AMAG sought to modernise its existing digital price-labelling solution with a more advanced platform. The goal was to improve automation, strengthen system integration, and enable efficient, centralised price management across its nationwide dealership network.

Pain Points

- Limited automation of pricing workflows
- Increasing integration requirements
- Need for centralised management
- High demands for automotive-grade reliability



The Solution

Real-time pricing with sep100® Cellular Displays

Together with BOPP Solutions, PDi Digital replaced the existing digital price-labelling platform with a next-generation cellular e-paper solution that provides greater automation, centralised management and seamless CRM integration.

Feature Highlights

- sep100® D12.2 Cellular Displays
- Central cloud-based management
- Real-time updates
- CRM & DMS integration
- Cellular connectivity (no gateways)
- QR-Based Customer Interaction

From next-generation digital price labelling to one central source of truth.



sep100
by PDi Digital

amag

BOPP.

From Modernisation to Measurable Impact.



As vehicle pricing and leasing information became increasingly dynamic, AMAG sought to modernise its existing digital price-labelling solution with a more scalable and centrally managed platform. Together with BOPP Solutions and PDi Digital, AMAG implemented a next-generation cellular e-paper solution that improves operational efficiency, pricing consistency, and system integration.



Voice of the partner

Together with AMAG and PDi Digital, we delivered a solution that integrates seamlessly into existing systems, automates pricing processes, and makes daily dealership operations noticeably more efficient. This project demonstrates the value of strong partnerships and reliable technology in modern automotive retail."

Jean-Claude Bopp
CEO, BOPP Solutions



Business Impact

- Up to 60 minutes saved per vehicle through automated price updates and digital price labels.
- Consistent, centralised pricing enables fast, market-driven price adjustments across the entire dealership network.
- Improved process quality by reducing manual errors and ensuring a single source of truth for vehicle pricing and leasing information.
- Greater focus on customer engagement, allowing sales teams to spend less time on administration and more time selling.

