



# Document Workflow Automation Across The Vehicle Lifecycle

Certified: ISO/IEC 27001 | TISAX

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# 1 Introduction

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The automotive industry is transforming rapidly — driven by electric vehicles, connected car technologies, agency distribution models, and digital-first customer expectations.

At the heart of this shift is also documentation. Every sale, service visit, warranty claim, and regulatory filing depends on accurate, timely, and compliant documents. Yet many automotive companies still rely on manual, disconnected processes — creating bottlenecks and errors.

Documill is the all-in-one document workflow automation solution built for Salesforce, helping automotive companies generate, collaborate on, approve, and sign documents faster and more accurately.

*"Whether they are configuring a vehicle online or exploring financing options, that info should be added to the 360-degree view of the customer."*

*— Salesforce, 2025*



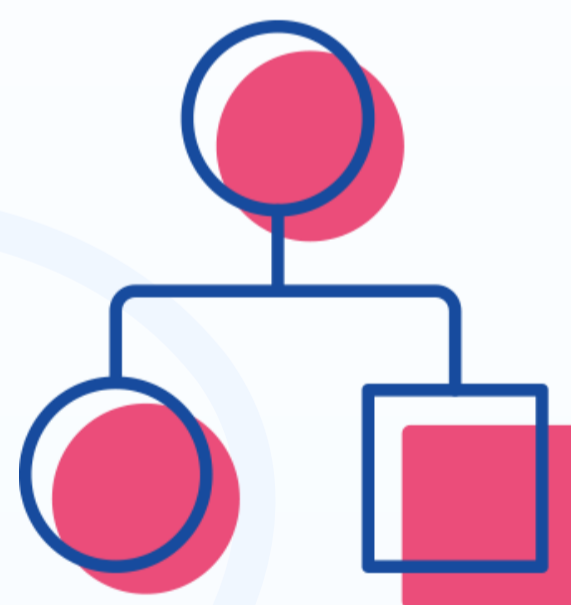
## 2 Industry Landscape

The automotive sector spans OEMs, distributors, dealerships, after-sales service partners, and financial services providers — each generating volumes of documents across the vehicle lifecycle.

Key trends driving demand for document automation include:

- ~60% of car buyers under 45 are likely to purchase online (McKinsey).
- Customer expectations are growing for speed and personalisation – and this is visible in custom-tailored configurations and related quotations.
- Multi-brand, multi-market operations require standardised yet localised documentation.
- EV adoption is changing service documentation needs.
- Regulatory complexity is rising across global markets.

*"81% of OEMs expect significant returns from data monetisation within the next five years."*  
— Deloitte, 2024



**88%**

of customers say a seamless experience matters as much as the product

## 3 Key Industry Challenges

What are the key obstacles auto manufacturers are facing in more detail?

- **Slow deal cycles** and paper-based signing damage both revenue and customer loyalty.
- **Manual processes** cause data entry errors and delays at critical moments — from point of sale to warranty processing.
- **Disconnected tools** force teams out of Salesforce, breaking workflows and creating data inconsistencies across document generation, e-signing, approvals, and archiving.
- **Fragmented support** across brands and markets leads to inconsistent communication and siloed data.
- **Regulatory pressure** demands market-specific compliance in every document.



Up to

**9%**

of annual revenue lost to inefficient contracting

## 4 Documill Solutions Overview

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Documill provides a unified platform in which functionalities are embedded. Thus, they are easy to reach and use in Salesforce with these core capabilities:

- **Document Generation** – Auto-create contracts and reports using live CRM data
- **Workflow Automation** – Route approvals and trigger actions based on document status
- **Collaboration & Negotiation** – Real-time redlining and version control within Salesforce
- **Electronic Signatures** – eIDAS and FDA CFR 21:11 compliant e-signatures
- **Multi-Channel Delivery** – Email, portals, mobile, and third-party platforms
- **Audit-Ready Archiving** – Full audit trails stored in Salesforce or SharePoint
- **Multi-Brand & Multi-Language Support** – Localised templates across markets from one platform.



*"The constant app-switching kills productivity and creates data silos."*

*— Salesforce Ben, 2026*

## 5 Documill Use Cases

### Sales & Dealership Operations

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Documill generates vehicle sales quotes, agreements, invoices, test drive waivers, and financing contracts by pulling live data directly from Salesforce.

Salespeople can configure a vehicle, generate a personalised quote, and collect e-signatures instantly — turning a quote into a binding contract on the spot. Documents from the online configurator are produced automatically for both digital and in-store interactions.

**Key benefits:** Faster closings, fewer errors, and brand-consistent documentation across all locations.



**80%**

faster contract cycle time  
with automated approvals

## Customer Engagement & Onboarding

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Upon purchase, Documill automatically assembles a personalized welcome kit including documents, registration applications, and vehicle title documents using Salesforce data.

**Key benefits:** Premium brand experience from day one, faster registration, and error-free documentation with full audit trail.

## After-Sales & Service

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Documill automates service estimates, digital service histories, warranty documents, and recall notices. Warranty claims trigger automatic assembly of complete claim packages — including service history and diagnostics — routed for processing instantly.

Multi-brand support teams use automated, template-driven case responses tailored by language and brand.

**Key benefits:** Faster service turnaround, reduced fraud, and compliant recall communications with full delivery tracking.



## Compliance & Regulatory Documentation

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Clause libraries and conditional logic ensure the correct legal language and market-specific disclosures appear in every document automatically. GDPR-compliant workflows, access controls, and audit logs protect sensitive data.

Supplier and dealer agreements are automated with built-in redlining and approval workflows.

**Key benefits:** Continuous compliance at scale, with full traceability across all markets.

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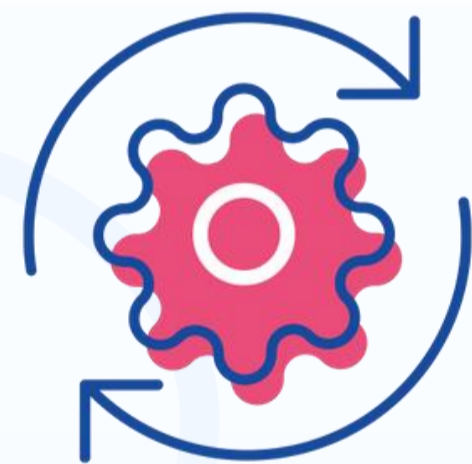
## 6 Products: Generate, Automate, Negotiate

**Documill Generate & Automate** forms the document generation and workflow engine — featuring a drag-and-drop template builder, clause library, multilingual support, batch processing, and built-in e-signatures. It's ideal for sales agreements, invoices, warranty documents, and recall notices.

**Documill Negotiate** is the collaboration layer — offering a visual designer for approval workflows, real-time redlining, and role-based access. It's ideal for finance contracts, dealer agreements, and warranty claim routing.

*"The constant app-switching kills productivity and creates data silos."*

— *Salesforce Ben, 2026*



Up to

**40%**

reduction in admin  
workload

## 7 Security & Compliance

Documill holds **ISO/IEC 27001:2022** certification for information security management and **TISAX Level 2** certification — the automotive industry-specific standard developed by the German Association of the Automotive Industry (VDA), required or strongly preferred by major OEMs and Tier 1 suppliers.

Together, these make Documill uniquely positioned as a trusted document automation partner for regulated, multi-market automotive environments.



# 2.7

times higher cost of non-compliance vs. investment in compliant systems

## 8 Customer Success: Volkswagen Group

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Volkswagen Group Info Services AG implemented Documill alongside Salesforce and Zuora to automate global contract creation, routing, approval, and signing.

The result was a streamlined contract management process with full auditability, consistent document quality, and significantly reduced manual effort across their global operations.

### About Documill

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Founded in 1997 and headquartered in Espoo, Finland, Documill is the largest Salesforce-focused ISV in the Nordics. Its solutions enable organizations to generate, manage, collaborate on, and sign documents directly within Salesforce.

Documill combines document generation, workflow automation, real-time contract collaboration, and built-in e-signatures in a single unified solution. Visit [documill.com](https://documill.com) or contact [marketing@documill.com](mailto:marketing@documill.com).

