



# Autohaus Fürst hits the accelerator with digitalised sales workflows



- Saves 30 hours per year on contract admin
- 25% reduction in paper archive
- Increases staff productivity to enable growth

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## COMPANY & CHALLENGE

Autohaus Fürst GmbH is a family-run car dealership operating in the Burgenland region in Austria. Selling 900 cars every year from leading manufacturers Toyota, Hyundai and BYD, Autohaus Fürst is driving the rapid expansion of environmentally friendly and innovative electric mobility.

Until recently, operations at Autohaus Fürst relied on time-consuming manual paper-based processes. To unlock growth and future-proof the company, Autohaus Fürst wanted to digitalise and streamline core workflows, modernising business operations and increasing staff productivity.

Lukas Fürst, Head of Customer Service at Autohaus Fürst, explains: "Vehicle sales involve a lot of documentation such as contracts, finance agreements and supporting documents. We were handling and archiving around 100,000 printed pages per year, and often had three people queueing at our printers. Stapling together a 20-page contract in front of a waiting customer was hard work for us and a poor experience for them, while finding documents in our filing cabinets could take 10 minutes. That's why we decided to rethink the way we work. We wanted to move towards a paperless business with smarter, automated workflows."



## SOLUTION

### Starting the engine for efficiency and growth

To optimise its sales processes, Autohaus Fürst wanted a powerful end-to-end solution that would combine document management and smart workflow automation capabilities, legally compliant e-signature tools, and integration with fast, high-quality office printers. The company evaluated various options and selected DocuWare Cloud, with three cost-efficient Ricoh multifunction printers.

“Of the solutions we looked at, only DocuWare Cloud was intuitive, easy to use and allowed us to expand our digital processes at our own pace with a single platform,” says Lukas Fürst. “The seamless integration of DocuWare Cloud with Validated ID VIDsigner was a key advantage. This would enable us to collect e-signatures on state-of-the-art tablets, giving customers a great user experience and saving us time.”

Working with Ricoh, Autohaus Fürst modernised its print environment by deploying Ricoh IM C2010 multifunction printers, with advanced, automated finishing features. The cost-efficient printers enable Autohaus Fürst to create contracts featuring different manufacturer’s logos, eliminating the need to procure costly preprinted letterheads and ensuring consistent branding across all business documents.



Working with the experienced Ricoh team and adopting DocuWare Cloud, we’ve laid a foundation to further digitalise and automate core business processes. DocuWare Cloud supports flexible paperless workflows and enables instant access to key information.

LUKAS FÜRST  
HEAD OF CUSTOMER SERVICE





Autohaus Fürst also values the easy-to-configure integrations between DocuWare Cloud and other business applications. “We’re using motionData and CDP, a leading Austrian automotive dealer management system developed by MOTIONDATA VECTOR Group,” confirms Lukas Fürst. “To make the most of DocuWare Cloud, we needed to integrate both solutions, and it was straightforward and quick to set up the connection. We didn’t need specialist support, while built-in debugging features were very helpful to ensure everything works smoothly.”

As a next step, Autohaus Fürst plans to automate processing of incoming invoices using DocuWare Cloud to further reduce its administrative overheads and minimise paper handling and storage.

## BENEFITS

### Reaching top gear with seamless workflows

Working with Ricoh, Autohaus Fürst has transformed its business processes, increasing agility and efficiency. “We’re saving 30 hours each year just on handling contracts,” says Lukas Fürst. “Instead of queueing, printing, hand signing and then scanning contracts, the new digital workflow is much faster and easier. The customer can complete the intuitive

process on a tablet, signing once, then we send a digital copy of the contract to the bank and print a colour paper copy for the customer—all without any manual processing. And thanks to the inline finishing features of the Ricoh printers, the documents are stapled automatically, making the whole customer experience quicker, more elegant and more professional.”

Additionally, retrieving contracts when the customer has questions is now considerably more efficient. “In the past, all contracts were filed by signature date,” explains Lukas Fürst. “To find one, I had to look up when a customer signed the contract in our dealer management system. Then, I had to find the right filing cabinet, the right folder, and the right contract. It was time-consuming and often took 10 minutes. Now, I can search for a customer name or vehicle identification number and have instant access to the contract and all supporting documents. I can even do this on my smartphone on the go. DocuWare Cloud gives us quick, easy digital access to information and makes it easier to work on documents together internally, share notes, and just get things done.”

As it continues its digital transformation, Autohaus Fürst is implementing a consistent cloud-first strategy. By using DocuWare Cloud, the company benefits from secure, geo-redundant and audit-proof archiving of critical business data, combined with flexible, high-availability access.

“We’ve already reduced the amount of paper we archive every year by 25%, and this is just the first step for us. We’re also more productive now thanks to digital workflows, giving us headroom for further business growth.”

LUKAS FÜRST  
HEAD OF CUSTOMER SERVICE

Lukas Fürst concludes: “Working with the experienced Ricoh team and adopting DocuWare Cloud, we’ve laid a foundation to further digitalise and automate core business processes. DocuWare Cloud supports flexible paperless workflows and enables instant access to key information about our customers and contracts. We’ve already reduced the amount of paper we archive every year by 25%, and this is just the first step for us. We’re also more productive now thanks to digital workflows, giving us headroom for further business growth.”

## ABOUT RICOH

Ricoh is a leading provider of integrated digital services and print and imaging solutions designed to support digital transformation of workplaces, workspaces and optimise business performance. Headquartered in Tokyo, Ricoh’s global operation reaches customers in approximately 200 countries and regions, supported by cultivated knowledge, technologies, and organisational capabilities nurtured over its 85-year history. In the financial year ended March 2025, Ricoh Group had worldwide sales of 2,527 billion yen (approx. 16.8 billion USD). It is Ricoh’s mission and vision to empower individuals to find Fulfillment through Work by understanding and transforming how people work so we can unleash their potential and creativity to realise a sustainable future. For further information, please visit: [www.ricoh.com](http://www.ricoh.com)

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