

and operational processes for an automobile giant

HCLTech helped a global automobile manufacturer improve dealer experience by 25%

5 mins read

A leading global automobile manufacturer sought HCLTech's help in achieving theirfuture programs in various areas, including digital commerce, order management systems (OMS), product information management (PIM) and marketplace.

## The Challenge

A lack of understanding

Our client faced significant challenges due to a lack of understanding of their existing implementation and systems.

- Unable to leverage the investments made in existing products
- Disjointed and redundant systems with a lot of customization
- Longer turnaround time to introduce new features
- Inability to leverage new channels like third-party marketplaces and social media



## The Objective

Future program transformation

They were looking for a transformation partner for their future programs.

- Identify the right platform to support current and future needs
- Implement modern, scalable and future-proof technology
- Decrease application landscape complexity and optimize operational costs
- Improve customer, business and dealer experiences



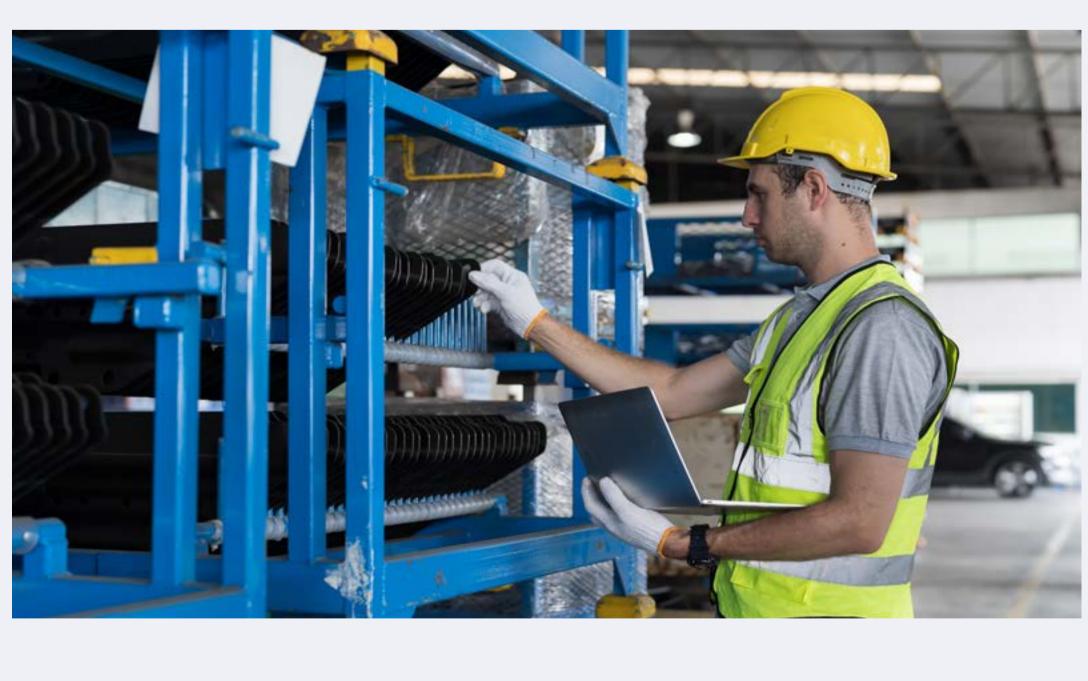


## The Solution IBM manufacturing technology

IBM manufacturing technology stack

We evaluated their immediate and future needs, reviewed their current systems and created an end-to-end program plan.

- Prioritized and defined solution roadmap with the business
- Demonstrated technology and engineering processes and built business confidence through a lab-on-the-go approach
- Implemented IBM Sterling DOM, dealer portal, Stibo Step PIM, marketplace integration, eCommerce and search optimization



## The Impact Measurable benefits ac

Measurable benefits achieved across the board

The client experienced the following benefits from

The client experienced the following benefits from HCLTech's transformational solution:

~25% improvement in dealer

experience

5-7% increase in order volume in

the first quarter

~40%
reduction in the turnaround time for introducing new

capabilities

**3x**faster catalog creation

timeline

