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Faster Time-to-market of New Products and **Reduced Operational Cost** for a Leading American Automotive Retail Solutions Provider with **Netlink-OutSystems Solution**

The Customer Background/ Scope

The customer is the world's largest provider of retail solutions to automotive OEMs and its dealers. Based in Detroit, Michigan, USA, they hold decades of experience in this domain with over 6,000 industry experts across 80 countries. The company is a pioneer and innovator, creating fresh business avenues in retail network and human capital solutions.

The Business Need

The customer was faced with functional limitations in terms of automation of processes with a speed that was subpar. Consequently, they incurred losses across operations and process optimization was slow and ineffective. They sought a web-based solution to enable Global Process Standardization of their automobile financial software to replace their legacy system. The company was seeking a solution that offered ease of maintenance, 24x7 user accessibility, cost optimization and enhanced productivity as well as flexibility to incorporate new requirements seamlessly.

The Solution

Netlink designed a technologically advanced solution using the “low-code” feature and agile methodology of OutSystems. The solution was made responsive with an intuitive UI. It had a simplified single login interface from a single URL and could serve multiple customers via configuration. The solution provided enhanced feed files processing from different Dealer Management Systems with minimum lag time. It facilitated local language support and worldwide currency configurations including local currency formats. Further, the solution offered automation of workflow for end-to-end fleet maintenance and billing process and came with business intelligence dashboards.

Challenges



The customer's legacy system had limited automation and features causing multiple functions to run below an optimal speed.

Impact



- Poor execution time
- Lack of easy maintenance
- Poor productivity

Resolution



The customer achieved optimal functioning, costs savings, faster application development and improved flexibility with regard to the incorporation of fresh requirements.



Why OutSystems:

-  Offered speedy deployment
-  Ensured out-of-the-box integration with its legacy systems
-  Backed by intuitive and responsive interface
-  Offered quick learning curve that enabled the organization to adapt to local language requirements
-  Provided rapid updates that improved performance and lowered losses and costs
-  Enabled business scalability based on requirements

Business Benefits/ Results

The customer benefited from:

-  Lower investment and faster time-to-market for new products due to fully reusable integrations
-  Access to real-time information anywhere through the web interface
-  Improved productivity and dramatic reduction in development cost
-  Quick execution of application development
-  Lower operations cost due to out-of-the-box management capabilities
-  Constant business alignment with high flexibility for new requirements and process changes

To know how the solution can be implemented for your business, contact our team of experts.

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