

Case Study
www.levi9.com

Automotive

Corporate and Dealer Web Sites

Business Benefits Delivered

End-user satisfaction

- Rich user interface and intuitive interaction provides consistency in communication to customers.
- CMS solution enables our client to provide content and services to its customers instantaneously.

Reduction of the time to market

- Levi9 migration path insured a quick and swift platform migration
- The use of modern technologies enabled high component reuse.

Process improvement

- Customizable CMS workflow added flexibility to the existing content publishing processes of the organization.
- Incident and change management processes are formalized

Cost savings

- Standardizing on Microsoft .NET platform lowered the overall infrastructure costs
- A Proof of Concept, as part of the specification phase, has helped identifying the risks and giving the exact estimates in the early project phases.
- The whole project has been developed and implemented in one of the Levi9 Near-shore Development Centers

The Client

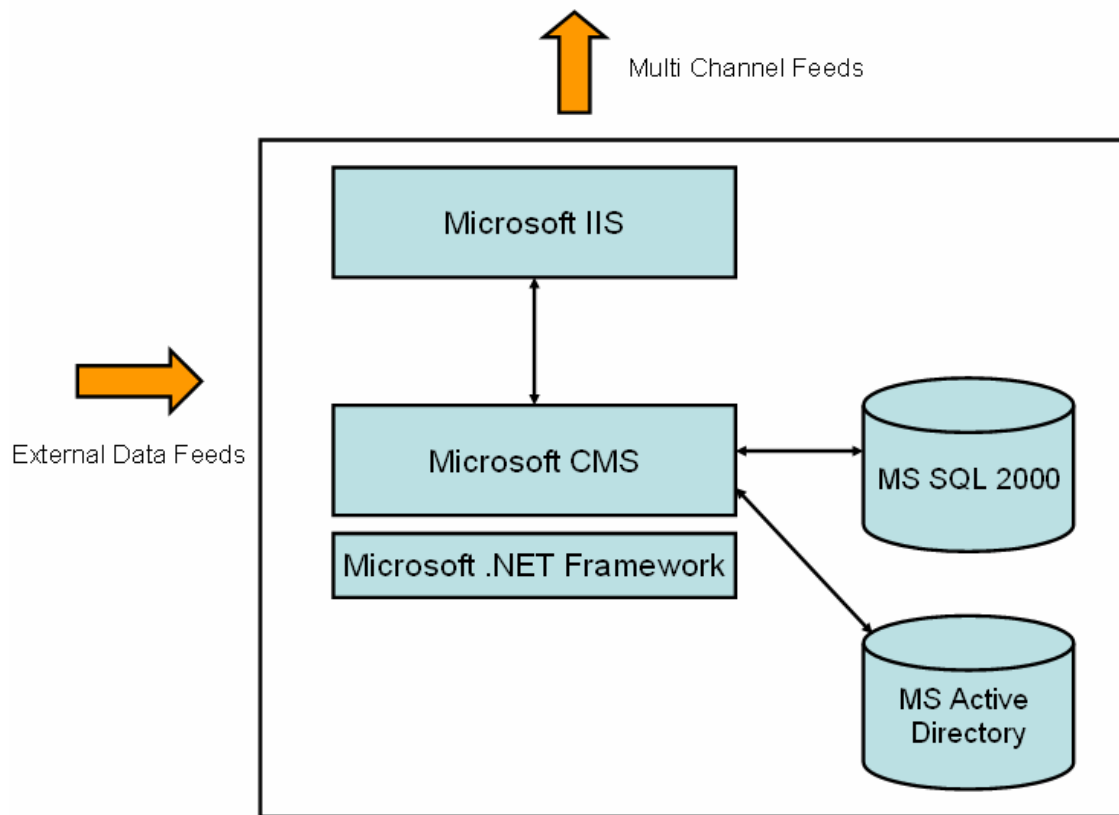
With some 10,000 sales outlets around the world, our Client now generates 70% of its sales outside France and its international ambitions are clear. To realise those ambitions, our client has put together its most attractive and complete range of vehicles ever and is present in all the main segments of the automotive market.

The Business Challenges

- Standardization and consistency of the multi channel communication to the customers
- Migrating to Microsoft .NET platform without the disturbance of customers service continuity
- Enabling the Dealer Network to manage their own web content
- Fast and smooth implementation of marketing ideas via Internet communication channel.
- Support customers business partners by automating the spare parts ordering process

The Solution

Levi9 was involved in this project from the analysis through design, development, implementation and production support. The chosen platform was Microsoft .NET framework and Microsoft Content Management Server.



The project started off with an in-depth study of the existing infrastructure and functionalities. A migration step-by-step plan was created keeping in mind the continuity of the customers services during the transition period. Technical specification was done according to the Microsoft best practices. During this phase a proof of concept was done.

In the following phase a so called 1-1 migration took place. Existing application was used as functional specification for the front-end. For back-end functionalities standard Microsoft CMS functionalities have proven more suitable. Database migration followed. A new version of the application was delivered, accepted and put into production. The old application was switched off.

Following phases included functional enhancements on the corporate web site as well as:

- integration with external data providers
- internet services for mobile devices
- dealer web sites
- fleet sales web site
- marketing campaigns for new model introduction
- automation of the spare parts ordering process for dealers

Who we are

Levi9 Global Sourcing was founded in 2001 and has grown to a full blown IT group with offices with development centres in Hungary, Serbia and Romania and sales offices in Belgium, Germany, United Kingdom and the Netherlands.

Levi9 Global Sourcing is all about people and processes. The quality of our team members are the quality that we deliver.

The Levi9 Global Sourcing Near-shore Delivery Services model combines the quality, responsiveness and flexibility normally associated with domestic outsourcers with the cost-savings of an "offshore" development facility, located nearby in Eastern Europe, Nearby in terms of physical distance, languages, EU administration advantages and European culture.