



Cloud-based ecommerce web platform development for the Automotive industry



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Services offered: Development of full-fledged ecommerce web platform

Industry: Automotive

BACKGROUND

The client is one of the largest suppliers of automobile spare parts in the U.S., serving hundreds and thousands of customers across the globe every year. With a hefty client base, the client faced issues due to scattered data, the absence of CMS, unsatisfactory management of daily operations, and functional smoothness of all processes by the existing system.

So, the client approached us to build a feature-rich ecommerce platform for its users and an integrated automotive eco-system to ease the flow of processes.

SOLUTION IMPLEMENTED

- Our team analyzed the ecosystem thoroughly to understand its pain points and suggested a single automotive system integrating all the components in a single environment.
- Implemented a unified automotive platform that integrated all scattered components and enhanced the operational efficiency of the inventory system, supply chain, and delivery options.
- The ecommerce portal was integrated with third-party tools for optimal processing of product information.
- Designed and implemented a combination of webshop and content management system that is multilingual. This was essential as there is an immense range of users purchasing products.

OUTCOMES



2x

Enhanced performance



3x

Simplified end-user experience

The client was happy with the automotive eco-system built that caters to the end-to-end business processes. The ecommerce platform was built effectively with several impressive features to streamline the business processes and so captured the attention of millions of users within a short period. This in turn paved the way for the client to extend their services across other parts of the world.

Technology Used

