



## Case Study

# Digital Marketing Services Solution Provider

Enabling Automobile Dealers to Personally Engage with Potential Buyers Throughout the Consumer Journey

## Background

One of the world's largest providers of integrated information technology and digital marketing solutions to the automotive industry wanted to help its more than tens of thousands of automobile dealers and vehicle manufacturers fully capitalize on the digital economy for competitive advantage.

The company provides a robust suite of customer relationship management (CRM) solutions tailored to the needs of the automotive industry, including website design and a content management system (CMS), online display and search engine marketing, email and social media marketing, reputation management and data analysis tools.

## Challenges

The company needed to enhance its engineering expertise and re-architect its solutions to newer and more scalable technologies, as well as establish a unified development process.

The company wanted to equip its vast network of dealers with the tools needed to offer consumers a real-time, personalized experience and messaging throughout the purchase journey by leveraging state-of-the-art data analytics. To be effective, an intuitive management dashboard for manufacturers and dealership owners would be required.

The company needed to scale its development capacity through outsourcing and sought a dependable engineering services provider known for quality and ability to execute.

Because a dealer's online presence is defined by its website, the company's flagship content management system (CMS) for website design was targeted for a multi-year re-architecture. The CMS needed to offer multiple design layouts and accommodate frequent changes and special offers. It also needed to incorporate responsive design principles, so it could be viewed optimally on both mobile and tablet devices.

# Solution

The digital marketing solutions provider engaged with Ness Software Engineering Services to extend its development capabilities on a long-term basis.

Ness took end-to-end ownership of the CRM product line, leading the company's adoption of a distributed Agile development process so that an aggressive, iterative release cycle could be executed successfully in a hosted environment.

Ness established an automated process where Quality Assurance (QA) was integrated within the company's continuous build and release cycles. This streamlined the early identification and correction of potential QA issues and freed the development teams to collaborate on feature enhancements.

Ness analyzed and made any needed product architecture changes to improve the integrity of the CMS platform,

assuring that it would exceed performance and functionality expectations, gaining the trust of dealer users and end consumers. This also set the groundwork for future feature additions that capitalized on data analytics to provide an individually-tailored consumer experience, and that worked flawlessly across mobile, tablet, laptop and desktop devices.

Ness collaborated with the internal engineering team to conceptualize, develop and introduce new features, including the addition of thousands of flexible designs and layouts within the CMS, enhanced vehicle inventory merchandising capabilities and the ability to promote special offers. In addition,

Ness helped the solutions provider to improve the search engine optimization (SEO) and social sharing capabilities within its solution suite.

*“Ness' R&D staff quickly accumulated the necessary domain knowledge of our industry and easily assumed full responsibility for the entire project, even the most complex elements. Their tech talent is just as good, if not better, than ours in-house.”*  
- Chief Technology Officer

# Results

Together, the Digital Marketing Company and Ness have developed a platform that has enabled the company to expand its revenue base and its footprint in the marketplace.

- Successfully architected responsive design website and CMS platform that supports more than tens of thousands of dealership websites and more than tens of millions of page views per day
- Established a robust, 100% test-driven Agile SCRUM development process
- Realized a 60% cost savings and improved efficiency through QA automation
- Reduced annual development costs by 30% for more than \$10 million in savings
- Reduced code complexity, resulting in greater maintenance ability
- Enacted a rigorous engineering process that supports an any day release cycle with seamless transition of development work between shores
- Effectively matched the productivity of in-house engineering services

## How We Ensure Successful Outcomes for Our Clients: Ness Connected

Our digital platform engineering framework helps companies define and develop the right digital products & services faster to significantly accelerate time to market, improve customer engagement and reduce business risk.

