



## Case Study

# Global Navigation and Location-Based Service Provider

Guiding Consumers with More Than 100 Million Directional Decisions per Day

## Background

A global provider of digital map, traffic and location-based services for leading automobile manufacturers and many of the most recognized websites needed to scale its engineering capabilities to meet business demands. The company wanted to improve client and end user satisfaction with navigation and routing direction services, while at the same time, reduce delays in product releases.

The company's products, which help consumers make more than 100 million directional decisions per day, include automotive navigation systems, services for portable GPS devices, and location-based services used in web-based mapping, gaming and other applications.

## Challenges

With the expansion of the digital economy, the company was under significant pressure to grow its development capabilities quickly to meet the rapid growth in demand for navigation and mapping services. Unfortunately, client satisfaction was declining due to product quality issues. Executives knew they needed to make up ground fast, but the company was hobbled by delays in product releases as a result of weaknesses in the organization's existing engineering processes.

The company needed to scale its development capacity through outsourcing and sought, but sought a dependable engineering services partner known for quality and ability to execute. The company needed to re-architect its development process and augment its engineering expertise so it could take advantage of newly-available, innovative technologies, enabling the company to enhance its products and services and advantage over competitors.

## Solution

The company engaged with Ness Digital Engineering to scale its development capabilities quickly with the intent of having outsourced engineering services serve on a long-term basis.

Ness built Extended Delivery Centers, or EDCs, in Kosice, Slovakia and Mumbai, India that fully operate as integral parts of the engineering organization.

Ness led the company's adoption of a distributed Agile development process, so that an aggressive, iterative release cycle could be executed successfully in a distributed development environment.

*“Ness became our innovation partner of choice.”*

*- Executive Vice President & Chief Technology Officer*

Ness established a Quality Assurance (QA) process that was integrated within the company's ongoing build and release cycles. This streamlined the early identification and correction of potential quality issues and freed valuable manpower to focus on how new innovative technologies, such as 3D rendering, search, and intelligent routing could be leveraged by the company to extend its market leadership.

Ness analyzed and made any needed architecture changes to improve the integrity of the company's products and services and exceed performance and functionality expectations, gaining the trust of clients and end consumers.

## Results

- Scaled development capabilities through the addition of 200 diversely-skilled engineers in Kosice, Slovakia and Mumbai, India
- Reduced product defects by nearly 90% through Root Cause Analysis after each release, improving quality
- Optimized product delivery processes, decreasing release cycles from six months to three months
- Implemented a robust, predictable Agile SCRUM development process
- Established a new employee on-boarding process that resulted in rapid availability and productivity of development resources
- Created a distributed development environment in which outsourced engineering resources function holistically as part of the organization
- Fostered a culture of innovation and excellence in the entire engineering organization

## 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.

