

# SharePoint portal enhancement for Global Dealer Network

## Client Overview

Client is a Fortune 100 automotive manufacturing company with large dealer network spread across the globe.

In today's shorter product life cycles and growing spread of global manufacturing, collaboration has become a key to success. Furthermore, it has become critical for marketing teams to spread globally to collaborate and share information to help dealers, train them and equip them with resources to drive the product sales.

To fulfill this objective, client launched a portal on SharePoint to facilitate easy sharing of marketing and branding assets within the global dealers of the brand.

## Situation Analysis

The purpose of this communication portal was to inform, train, and educate the dealer community about the various new variants of their vehicle. These marketing assets are uploaded by key markets (USA, Canada, Europe, Taiwan, Korea, Japan, Hong Kong, China and Australia). Additional features include a directory of users, document share to send large files to other users, and other assets such as brand guidelines and best practices.

The existing site, though operational lacked key functionalities to perform tasks effectively. The current vendors failed to deliver suitable solutions to address this challenge. The client looked for external vendors for making corrective changes to the existing application as it was not performing as originally intended. The changes included fixing errors and enhancement to the baseline application and portal.

To bring this vision into reality they partnered with e-Zest.

## Challenges

- Transition related challenges – The existing code was developed and put together by previous vendors. To fix the existing code written by these vendors without any knowledge transfer in shorter development cycle was the main challenge.
- Re-writing the unstructured code and fixing errors from the existing code.
- Providing upgrades and maintenance support without downtime.

## Solution Architecture

After thoroughly understanding client's requirement, e-Zest analyzed the situation and added additional features to enhance the application using SharePoint 2013. The following features were added to meet client's requirement for a communication portal that is liked and used by entire global network of dealers.

### **A. Enhancement**

#### **1. Overall website experience**

- e-Zest helped to improve the overall website experience by creating a new look and feel for the site.
- Redesigned the site navigation and its layers to align with organizational goals.

#### **2. Reporting system**

We built report feature in the portal which include monthly usage report such as assets download history, users report and, assets upload history. This is one of the important features of the site. Following functionalities are present in the report section-

- Easy Search – Admin would be able to search, filter and sort the reports data.
- Export to MS Excel – It also allows the admin to export report data to Excel in CSV format.

#### **3. New Section**

- We created a new section which enables the users to share, filter and upload the assets.
- Also, we integrated Yammer feed for the respective groups. This enables the users to provide real-time feedback and comments, and to communicate. This popular feature is highly liked by the client.

#### **4. Others**

- Improve the overall workflow in terms of how assets are uploaded, searched and obtained.

- Fix the user management workflow.
- Improve and integrate new video player capability and to ensure browser compatibility.
- Implement customized workflows for various features to automate the business processes of the client.
- Help the client to sort and map the data on production to get accurate results.

## **B. Maintenance**

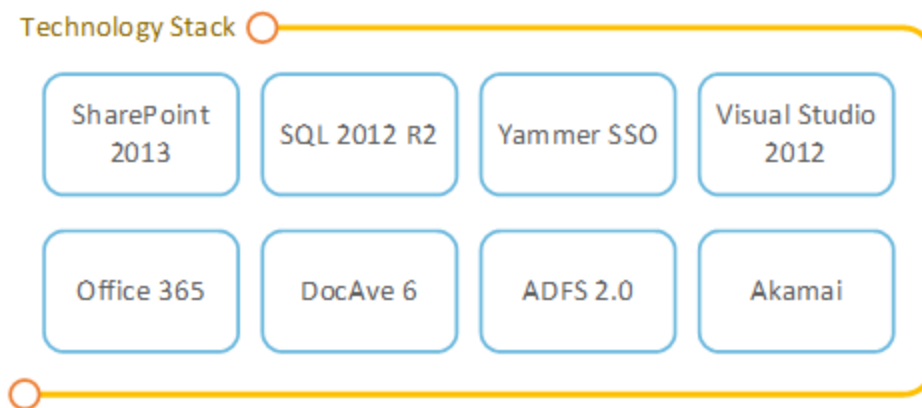
e-Zest also offers on-going maintenance support. Apart from it, our dedicated offshore technical team provides enhancements such that the focus on maintenance tasks is not lost.

## **C. Future roadmap:**

Features like bulk update and download of assets, advanced search and survey/polls are the envisioned as a part of the future roadmap.

## *Technology Stack:*

The following diagram depicts the technology stack of the SharePoint Portal:



## *Business Benefits*

Following are the business benefits:

1. e-Zest created business value by connecting different teams across client's organization to access information and data stored in various sections.
2. e-Zest enabled business data to be used across client's organization by all relevant stakeholders, as appropriate to their roles and permissions.
3. Improved business processes by automated workflow.

## *Bottom Line*

e-Zest successfully executed both maintenance and enhancement of client's portal which fulfilled their business objectives. This has positively impacted the client's business processes.

Also, e-Zest successfully implemented and enhanced the communication platform that achieves all the key priorities defined by the client. While our services have brought our client delight, this project has made us win client's long-lasting trust and relationship.