

A Single App for a Global Market: Overcoming Localization Challenges in the Automotive Industry

WHO WE ARE



UB Technology Innovations is a leading provider of Flutter services, offering expertise in crafting exceptional mobile apps using the revolutionary Flutter framework. Our expertise assists clients in their digital transformation endeavors by streamlining the process and gaining a competitive advantage through rapid app deployment



WHAT WE DO

- Enhanced Transparency
- Enhance Productivity
- Improve Service Delivery
- Reduce Operational Costs
- Improve Time to Market
- Reduce errors



THE CLIENT

Our client is one of the largest automobile manufacturers in the world. They produce nearly 10 million premium-quality vehicles annually and provide reliable services to their customers.



CHALLENGES

The client faces a significant challenge in enhancing their Connected Car Experience (Out-of-Car Experience). A fragmented app ecosystem exists with separate applications for different regions, languages, legacy vehicles, and new-generation models. This creates a hurdle in providing a unified and seamless user experience. To overcome this, they require a technically adept partner with experience in both native and cross-platform app development. This expertise will be crucial in consolidating these disparate apps into a cohesive platform that caters to all users and vehicle types



SOLUTION

UB Technology Innovations (UBTI) acted as a trusted partner, extending the client's technology team and delivering a comprehensive mobile app development solution. Here's how UBTI's expertise transformed the project:



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- Scalable Resources: UBTI filled the resource gap, eliminating the need for additional in-house hires. This flexibility allowed the client to scale the team up or down as needed throughout the development process.
- Enhanced Quality and Efficiency: UBTI's mobile development expertise brought best practices to the forefront. They implemented tools like Sonarqube for code quality analysis and automated testing, ensuring a higher volume of high-quality app outputs.
- Globalized Solution: Through a strategic approach of localization and feature-based development, UBTI transformed the app into a single, global solution. This unified app could be used seamlessly across different vehicle types, regardless of location.
- Data-Driven Decisions: UBTI provided valuable analytics on app installs, bug occurrences, and user statistics. This data empowered the client to make informed decisions and optimize the app for increased sales.
- Structured Development: UBTI implemented standard development practices like SOLID principles and Agile Scrum methodology. This ensured a systematic and efficient development process, keeping the project on track and within budget.
- Streamlined Workflows: UBTI optimized both pre- and post-development workflows. Tools like Figma facilitated design and efficient requirement gathering. Additionally, the implementation of CI/CD (Continuous Integration/Continuous Delivery) streamlined post-development processes, leading to significant gains in overall efficiency and productivity.





SOLUTION BENEFITS

This mobile app development solution offers a comprehensive set of benefits designed to elevate your Connected Cars experience and position you for success in the evolving automotive landscape:

- **Enhanced Customer Engagement:** The solution fosters a dramatically improved Connected Cars experience. Customers will benefit from richer interactions with their vehicles, leading to increased satisfaction and brand loyalty.
- **Robust and Scalable Development:** The solution prioritizes enhanced code standards, laying a strong foundation for maintainability, security, and reliability. This ensures your app can adapt and grow seamlessly alongside technological advancements.
- **Streamlined Operations:** The solution implements best practices to reduce development backlogs and minimize bugs significantly. This results in a more efficient development process and a smoother, more reliable app experience for your customers.
- **Enhanced User Experience:** By consolidating multiple apps into a single, unified platform, the client can provide a seamless and consistent user experience for their global customer base, leading to increased customer satisfaction and loyalty.
- **Cost and Resource Efficiency:** By partnering with UBTI, the client can avoid the need for additional in-house hires and instead leverage UBTI's flexible development resources. This will result in cost savings and increased efficiency in resource allocation.



ABOUT US

UB Technology Innovations, Inc. (UBTI) is a leading global technology solution provider with over 3 decades of experience across all industries, specializing in Capital Markets (Asset Management), Logistics, and Healthcare. We are the preferred Microsoft Gold Certified partner backed by a world-class team of Microsoft Certified experts with rich experience in Azure Cloud Platform and Data Analytics.



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Connect us

