

SUCCESS STORY

Driving Excellence at Scale

Honda Modernized Dealer Evaluations

Company Name

Honda Motorcycle & Scooter India

Industry

Automotive

Location

India

Impact

Improved performance, usability, and strategic decision-making across the dealer network

Application

Web Application

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Honda SAMPARK

Background

Honda Motorcycle & Scooter India (HMSI) is one of India's largest two-wheeler manufacturers, operating an extensive nationwide ecosystem of distributors, dealers, sub-dealers, ASC/AD workshops, branches, and premium BigWing outlets. The two-wheeler market in India is highly competitive, and automobile manufacturers are investing in technology to maintain their competitiveness and gain market share. Besides that, Honda, as a global brand, prides itself on maintaining consistent, high service quality and operational readiness, and on offering its customers a positive experience.

Honda manages complex multi-layered evaluation frameworks. During its evaluation exercises, Honda found that the digital systems faced significant architectural and usability challenges, disrupting nationwide evaluations. It affected the efficiency of Honda's field teams, and the evaluation data were unreliable, hampering efforts to improve efficiency.

Solutions

Cubastion's implementation of the SAMPARK platform has fundamentally transformed Honda's evaluation management from a fragmented, manual process into a centralized, data-driven, high-performance ecosystem. By modernizing the legacy system into a scalable, microservices-based architecture, Cubastion delivered a solution that strengthens governance while driving operational excellence.

Strategic Governance & Standardization

- Unified Evaluation Framework:**
 Established a single, standardized platform for all evaluation types (PDVR, EV, PDE, and NVR), ensuring uniformity in how network performance is assessed across all regions.
- Early Risk Identification:**
 Structured handling of underperforming distributors and automated "Escalated To" mechanisms ensure that recurring issues are systematically surfaced to higher management.

- Accountability and Traceability:**
 Every submission, approval, and rejection is fully traceable, allowing management to identify decision owners and approval delays without manual follow-ups.

Operational Efficiency & Excellence

- Reduced Administrative Overhead:**
 Automating questionnaires, scoring calculations, and report generation significantly reduced manual intervention and improved evaluation turnaround times.
- Data Integrity:**
 Centralized master data management (covering dealers, employees, and hierarchies) eliminated inconsistencies, ensuring all reports rely on a single source of truth.
- Self-Service Autonomy:**
 Configurable workflows allow business teams to update evaluation parameters and scoring logic directly within the application, reducing dependency on technical code changes.

Data-Driven Performance Insights

- Real-Time Visibility:**
 Hierarchy-based dashboards and analytics provide leadership with immediate insights into network performance trends, enabling faster, data-backed decision-making.
- Proactive Planning:**
 Integrated visit calendars and automated dashboard links ensure better discipline and alignment between planned and executed field evaluations.

Scalability & Future Readiness

- Complex Network Support:**
 The platform successfully accommodates diverse network structures—including Dealers, Distributors, and ASCs—with logic-driven workflows that adapt to Honda's complex organizational hierarchy.
- Long-Term Agility:**
 The modular, API-driven architecture provides a future-ready foundation, allowing for the continuous addition of new report types and business rules without disrupting existing operations.

Challenges Faced

Honda's monolithic, tightly coupled evaluation platform was slow, prone to downtime, and easily disrupted by minor defects. Manual processes and fragmented tools led to delays, inconsistent scoring, and limited leadership visibility, hindering decision-making. The system also struggled to scale with growing complexity, impacting governance and efficiency—prompting Honda to partner with Cubastion to build a modern, unified, and scalable digital ecosystem.

Business Challenges

Honda's decentralized evaluation framework relied on fragmented, manual, and paper-based workflows, creating data silos and a visibility gap that limited leadership's view of network health. The lack of standardization slowed approvals, weakened accountability, and hindered consistent corrective actions.

Administrative Overhead

Heavy reliance on manual paperwork and labor-intensive data consolidation.

Standardization Gaps

Inconsistent evaluation formats and subjective scoring standards across different zones.

Workflow Latency

Significant delays in submission-to-approval cycles, stalling critical business decisions.

Information Asymmetry

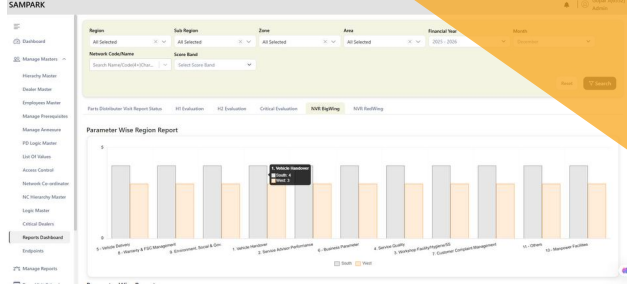
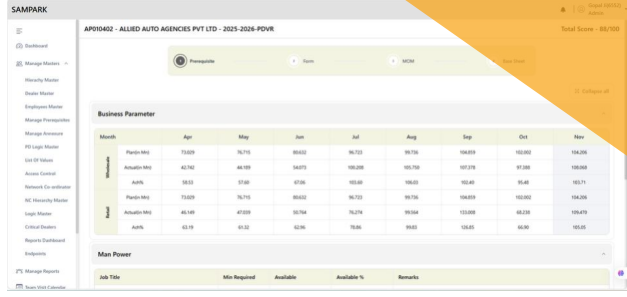
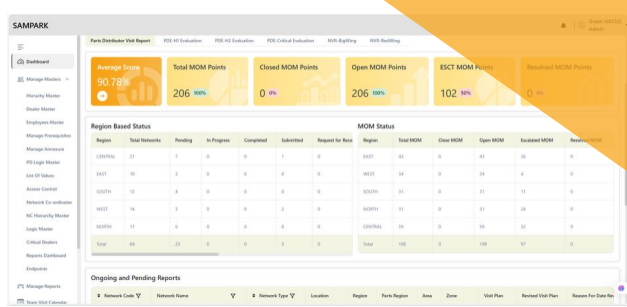
Limited real-time visibility into dealer performance, making proactive management impossible.

Compliance Drift

Difficulty in tracking the lifecycle of corrective actions and ensuring long-term regulatory compliance.

Technical Challenges

The legacy infrastructure was built on a rigid, monolithic architecture that lacked the elasticity required to support Honda's evolving operational needs. This architectural debt led to frequent system instability and performance degradation, particularly when concurrent evaluations spiked. As the system's logic was tightly coupled, even minor updates became high-risk maneuvers, effectively stifling the technical team's ability to innovate or scale the platform to meet new network demands. These limitations created stability issues and hindered continuous improvements.



The Impact

Indicative improvements achieved:

Evaluation Cycle Time Reduction

30–40% reduction in evaluation cycle time.

Manual Effort & Paperwork Reduction

50–60% reduction in manual effort and paperwork

System Availability & Reliability

99% system availability

Evaluation Throughput Increase

20–25% increase in completed evaluations per cycle

Approval Process Acceleration

35–45% reduction in approval delays

MOM Effectiveness

25–30% improvement in MOM closure/compliance rates

Key Areas of Expertise Demonstrated

- Enterprise architecture modernization
- Microservices design & API orchestration
- Complex workflow automation
- Configurable rule engines & dynamic scoring
- Master data governance
- Role-based security & authentication integration
- Analytics-driven decision support
- Large-scale rollout across nationwide user bases

ABOUT CUBASTION

Cubastion helps global companies run their mission critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across platforms. Some of the world's largest companies and Indian Public Sector Undertakings trust Cubastion to deploy services to drive new levels of performance, competitiveness, and customer experience.

Over 18 years, Cubastion has built solutions that impact over 500+ million people around the globe working in different demographics across different cultures. Learn more about Cubastion at www.cubastion.com

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