

SUCCESS STORY

FORCE FDP

Legacy to Cloud Transforming
Mitsubishi FUSO's Dealer
Operations

Company Name

FUSO

Industry

Automotive

Location

Japan

Impact

Unified Cloud based CRM Platform

Application

Dealer Operations

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FORCE FUSO Dealer Partners (FDP) Application

A CASE STUDY

Background

Mitsubishi Fuso Truck and Bus Corporation (MFTBC), a Daimler Truck AG subsidiary, is a global leader in commercial vehicles, serving over 170 markets. Embracing Industry 4.0, MFTBC enhances customer and manufacturing efficiency through telematics, predictive maintenance, and a standardized dealer management system. To replace its outdated M-Ban CENTRAGE II system, Cubastion implemented FORCE FDP—a scalable cloud platform with automated workflows and integrated data—boosting operational efficiency, compliance, and customer experience.

Problem Statement

MFTBC's dealer network comprises sales centers (SCs) and independent Fuso dealer partners (FDPs). While the SCs operated on a unified system, the FDPs relied on M-Ban's CENTRAGE II, a 40-year-old, inefficient system.

M-Ban presented several challenges:

- 🕒 **Manual & Paper-Based Processes:** Inefficient and time-consuming.
- 🕒 **Poor UI/UX:** Led to user delays and frustration.
- 🕒 **Integration Issues:** Limited connectivity with other systems.
- 🕒 **Scalability Limitations:** Inability to handle growing data volumes.
- 🕒 **Security Concerns:** Vulnerable data.
- 🕒 **End-of-Life Technology:** Support termination is imminent.

M-Ban's inefficiencies included slow manual processes, a lack of real-time pricing, fragmented service history, and no online scheduling/tracking. These limitations led to customer frustration from service delays, inaccurate billing, a lack of personalized service due to missing history, and the burden of initiating service actions. This disparity hindered standardized operations and overall customer experience across the Fuso network.

Solutions

Cubastion Consulting implemented the FORCE FDP project, a comprehensive overhaul of the dealer management system, to address these challenges. The solution involved:

- 🕒 **New DMS Solution (Oracle Siebel):** Replacing M-Ban with Oracle Siebel, a modern, scalable CRM system.
- 🕒 **Cloud Deployment (Microsoft Azure):** Deploying Siebel on Azure for scalability, performance, and cost efficiency.
- 🕒 **Multi-Tenant Architecture:** Implementing a multi-tenant architecture on Azure for security and efficient resource management.
- 🕒 **Unified API Gateway:** Establishing a unified API gateway for secure and seamless data exchange with external partners.
- 🕒 **Code Unification:** Standardizing the codebase across SCs and FDPs for streamlined maintenance and updates.
- 🕒 **Key Processes Automation:** Automating key FDP processes (sanity testing, Azure alerts, log management, etc.) to improve efficiency.
- 🕒 **Technology Stack:** Oracle Siebel, Oracle Database, Docker, Kubernetes, Microsoft Azure, Oracle Data Integrator (ODI), BI Publisher (BIP), Power BI.

Business Outcomes

Operational Efficiency

- 50%** reduction in FDPs' computing requirements
- 60%** fewer data issues during go-live (Waves 2-3)
- 35%** print savings with sub-5-second processing for 100k+ prints

Process Optimization

- 25%** fewer approval steps via automated workflows
- 52%** reduction in document types through standardization
- 66%** faster validation with automated sanity testing

System Performance

- 250k+** real-time Retail Finance transactions processed
- Zero** business disruption during migration
- 4** years of historical data migrated for AI/ analytics readiness

User Experience

- 40** years old M-Ban system was replaced with a unified Oracle Siebel CRM
- 15+** third-party systems integrated via a secure API gateway
- 258** branches now use Power BI dashboards for real-time analytics

Cost & Scalability

- 🕒 Pay-as-you-go cloud model vs. on-prem hardware
- 🕒 Multi-tenant Azure architecture for isolated, scalable FDP environments
- 🕒 Annual Siebel updates ensuring cutting-edge compliance

Enabled MFTBC's pan-Japan DMS transformation for 7,500+ users while future-proofing AI and predictive insights.

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

Challenges Faced

Business Challenges

The reliance on M-Ban created significant business hurdles:

• Inconsistent Dealer Operations

Lack of standardized processes across FDPs led to varying customer experiences.

• Inefficient Processes

Manual tasks caused delays and wasted resources.

• Limited Business Insights

Lack of real-time data hindered informed decision-making.

• Impeded Growth

Scalability limitations restricted FDPs' ability to handle increased business volume.

• Increased Operational Costs

Inefficient processes and maintenance of legacy systems added to operational expenses.



Technical Challenges

The project involved complex technical challenges:

• Legacy System Integration

Integrating the new Siebel CRM with existing legacy systems.

• Data Migration

Ensuring accurate and complete data migration from M-Ban to Siebel.

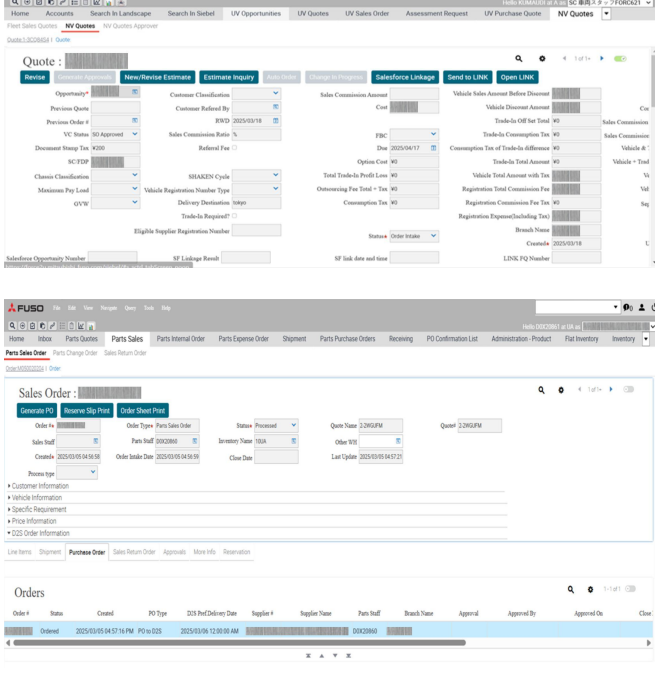
• Customization

Implementing necessary customizations without disrupting core functionality.

• Infrastructure

Moving from on-premise to cloud infrastructure.

Complex data migration hurdles included duplicate customer records (resolved via fuzzy matching for a golden record) and performance risks with large volumes (addressed through multiple migration rehearsals).



Key Areas of Expertise Demonstrated

• Improved Operational Efficiency

Automation and streamlined processes reduced manual workload and improved productivity.

• Enhanced Customer Experience

Standardized processes and improved data access led to a more consistent and satisfying customer journey.

• Increased Scalability & Flexibility

The cloud-based solution on Azure enabled FDPs to easily scale their operations & adapt to changing business needs.

• Reduced Costs

Cloud adoption and automation helped optimize costs and improve resource utilization.

• Improved Data Management

Data migration and integration ensured data accuracy and consistency.

• Enhanced Security

The multi-tenant architecture and secure API gateway improved data security.

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