

SUCCESS STORY

FORCE SC

FORCE 2.0 in Action – A Cloud-Native Transformation for CRM and Service Excellence

Company Name

FUSO

Industry

Automotive

Location

Japan

Impact

Driving Efficiency, Stability, and Growth

Application

DMS

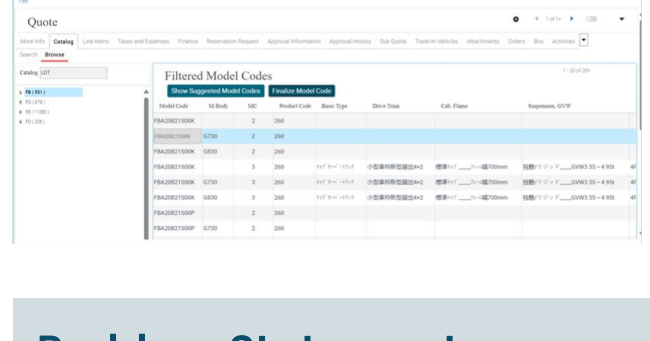
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FORCE SC

A CASE STUDY

Background

Mitsubishi Fuso Truck and Bus Corporation (MFTBC) is a leading Japanese manufacturer of commercial vehicles and a subsidiary of Daimler Truck AG. Headquartered in Kawasaki, Japan, MFTBC serves over 170 global markets and is famous for its pioneering efforts in zero-emission transport, including the electric eCanter series. Their focus on innovation, automation, and customer-centric digital transformation makes MFTBC a forward-thinking leader in the automotive industry.



Problem Statement

The existing DMS, known as MAIDO and M-Ban, was a unified system for MFTBC's Sales Centres, but it failed to keep pace with the organization's evolving business needs. As business complexities and demands grew, the system's limitations became increasingly apparent, leading to significant operational and strategic challenges. These challenges impacted daily operations across five Sales Centres and over 250 dealership branches. With system support due to end in 2028, the need for a robust, future-ready Dealer Management System (DMS) became urgent.

Solutions

The solution delivered by Cubastion was a comprehensive, integrated DMS built on a modern, cloud-native architecture. It provided a single, synchronized platform for all of MFTBC's Sales Centres and Dealer Partners, seamlessly covering the entire spectrum of business operations:

🕒 **Integrated Business Functions:** The new system optimized key business processes, including:

New Vehicle Sales: Streamlined the Quote-to-Order process with automated approvals and a fully integrated system for tracking chassis, parts, tax, and registration details.

Used Vehicle Sales: Centralized the purchasing, assessment, and sales of used vehicles, creating an efficient and transparent process from acquisition to delivery.

Parts Sales: Implemented an independent, streamlined Quote-to-Order process for parts, with automated stock validation, purchase order creation for out-of-stock items, and robust change/return order management.

Service Management: Introduced a Service Management module centered around a digital Job Card, integrating customer and vehicle management and automating work order, quoting, and claim processes.

🕒 **Robust Technology Stack:** FORCE 2.0 was built on a state-of-the-art technology stack to ensure performance, reliability, and scalability. The solution centered on Oracle Siebel for CRM and service management, with an Oracle Database for high-performance data storage. It leveraged Microsoft Azure, using Docker and Kubernetes for a containerized, resilient, and scalable cloud deployment.

🕒 **Unified and Secure Integration:** To overcome previous integration issues, all APIs were hosted on the Daimler Truck API Management Platform. This unified gateway provided a secure, centralized hub for data exchange, ensuring seamless communication with 15 different third-party systems, including SAP S/4HANA for finance, Power BI for reporting, and various external services for insurance, warranty, and logistics. This approach significantly improved data consistency and security while optimizing performance.

🕒 **Asynchronous Architecture:** Cubastion strategically transitioned the majority of interface calls from synchronous to asynchronous execution. This technical shift enhanced application responsiveness, improved resource utilization, and allowed the system to scale seamlessly under high-concurrency scenarios.

🕒 **Performance Tuning and Stability:** A structured approach enabled the resolution of system crashes and performance bottlenecks that plagued the legacy system. It included database optimization, proactive monitoring with in-house tools like xMon, and fine-tuning application configurations. It ensured a stable, high-performing environment that was resilient to potential issues.

By delivering this comprehensive solution, Cubastion provided MFTBC with a strategic platform that empowered its Sales Centres to operate with agility, consistency, and transparency, setting the stage for future growth and innovation.

The Impact

Cubastion's impact on MFTBC was a profound and multifaceted solution on MFTBC's operations and strategic objectives. The key impacts were:

System Stability & Uptime

100% System uptime maintained.

High-Priority Incidents

2/year were recorded, against a target maximum of 5.

Lower-Priority Incidents

24.15% year-over-year reduction was observed.

System Reliability

15.04% year-over-year reduction in Service Requests (SRs).

Process Efficiency

100% Change Request gap was achieved and maintained against target 80%.

Integration

15 third-party applications were seamlessly integrated through a unified API gateway.

Challenges Faced

Business Challenges

The core business challenges MFTBC faced stemmed from an outdated and inefficient system that couldn't keep up with modern operational demands.

• Inefficient and Manual Processes

The heavy reliance on paperwork and a non-user-friendly interface resulted in significant delays, operational inconsistencies, and low productivity across sales and service teams.

• System Instability

The legacy system suffered from frequent performance bottlenecks and crashes, which hampered daily operations and negatively impacted both staff and customer experiences.

• Lack of Standardization

Fragmented processes across a large network of Sales Centres created inconsistent experiences for dealers and customers, hindering MFTBC's ability to maintain a uniform brand standard.

• Obstacle to Growth

The outdated system was a major roadblock to MFTBC's strategic goal of becoming the number one commercial vehicle brand in Japan, as it couldn't support the enhanced functionality and user satisfaction needed for enterprise-grade operations.

Technical Challenges

The technical hurdles stem from the system's outdated architecture and its inability to support modern, scalable, and secure operations.

• Integration Issues

The old DMS, MBAN, had limited capabilities to integrate with MFTBC's partner systems. It created fragmented data, making it difficult to have a unified view of information and affecting data consistency and reliability.

• Scalability Limitations

As MFTBC's business expanded, the legacy system was unable to handle the growing data volumes and transaction loads, which created a bottleneck for future growth.

• Security Concerns

The system had limited security features, making business and customer data vulnerable to risks and non-compliance issues.

• End-of-Life Technology

The underlying technology was reaching its end-of-life, with support scheduled to be terminated in 2028. It created an urgent need for a complete system overhaul to ensure business continuity.

• Legacy System Integration

During the implementation of FORCE 2.0, integrating the new Siebel CRM system with existing legacy systems (Mainframe and MAIDO-based systems) was a key technical challenge. It required careful planning to align with various interface partners and configure firewall rules for secure communication.

• System Crashes

The previous system was frequently affected by system crashes, which were difficult to resolve due to the complex root causes spanning application, infrastructure, and integration layers.

Key Areas of Expertise Demonstrated

• End-to-End Siebel & Integration Expertise

Cubastion successfully integrated the new Siebel CRM with over 15 third-party systems, including SAP S/4HANA, using a unified API gateway and an asynchronous architecture to ensure secure, high-performance data exchange. Configuration, tuning, and performance optimization of Siebel CRM in a large-scale environment.

• Cloud-Native Architecture

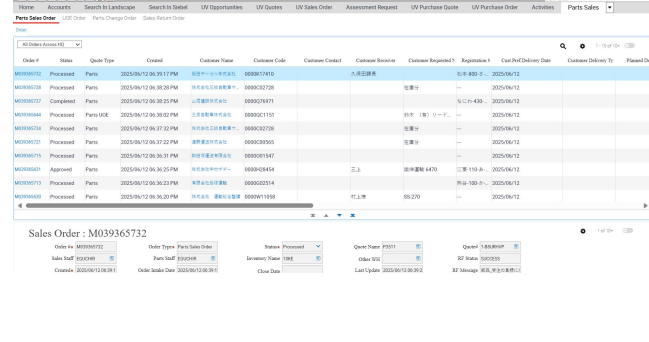
The solution was built on a modern, cloud-native stack using Docker and Kubernetes on Microsoft Azure, creating a highly scalable and resilient platform that handled high transaction volumes.

• Strategic Partnership & AMS

Cubastion acted as a strategic advisor, providing a digital roadmap and continuous Application Management Services (AMS). It included proactive monitoring, performance tuning, and innovative automation to ensure the long-term success and stability of the platform.

• Zero-Disruption Deployment

The team's careful planning enabled a single, synchronized deployment across all Sales Centres in just six months with zero disruption to business operations, highlighting their robust agile delivery and change management skills.



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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