

SUCCESS STORY

FUSION

Next-Generation Social Intranet Platform Driving Enterprise-Wide Collaboration at MFTBC

Company Name

FUSO

Industry

Automotive

Location

Japan

Impact

Transforming workplace collaboration with a unified AI-accelerated intranet platform

Application

Web Application

Contact Us: solutions@cubastion.com

A CASE STUDY

Enabled rapid development and delivery of a unified enterprise intranet platform by leveraging AI-driven acceleration across the Software Development Life Cycle (SDLC).

Background

Mitsubishi Fuso Truck and Bus Corporation (MFTBC) was operating two separate internal platforms-DTA One and the Daimler Social Intranet-each serving different communication and collaboration needs across the organization. While both platforms supported internal engagement, they operated independently, resulting in fragmented user experiences, duplicated efforts, and inefficiencies in content management.

As MFTBC progressed through its organizational transition and separation from Daimler systems, continued reliance on Daimler-owned platforms was no longer sustainable. MFTBC required an independent, unified digital workplace platform that could centralize communication, improve accessibility, preserve organizational knowledge, and provide full ownership and control of its internal collaboration ecosystem.

To address this, MFTBC initiated the development of FUSION-a modern enterprise social intranet platform designed to unify communication, collaboration, and employee engagement across both web and mobile channels.

Problem Statement

MFTBC needed to replace its existing Daimler-dependent intranet ecosystem with an independent enterprise collaboration platform before organizational separation timelines took effect.

The organization required a unified platform capable of supporting internal communication, collaboration, and employee services while ensuring seamless migration of users, content, spaces, and business-critical information from legacy systems. The transition needed to be completed within a strict 4-month timeline without disrupting day-to-day employee operations or communication workflows.

Solutions

Cubastion designed and implemented FUSION as a unified enterprise social intranet platform that consolidated MFTBC's legacy communication and collaboration systems into a single scalable digital workplace. The platform was built to support enterprise-wide communication, collaboration, content management, and employee engagement across both web and mobile channels while enabling seamless transition from Daimler-dependent platforms.

The solution combined modern user experience design, centralized content governance, multilingual accessibility, and AI-accelerated delivery practices to achieve rapid implementation within the required timeline.

- Enterprise Communication & Collaboration**
 - Employees can create, share, and engage with posts, updates, and announcements across the organization
 - One-on-one messaging enables direct employee interaction and communication
 - Activity feeds and notifications keep employees informed and connected in real time
- Spaces & Communities**
 - Spaces provide structured collaboration environments for departments and official teams
 - Groups enable formal and informal employee communities based on interests, initiatives, and collaboration needs
 - Dedicated communication channels support leadership-driven organization-wide announcements
- Centralized Information Access**
 - Organizational news, discussions, documents, and media are accessible through a unified platform experience
 - Legacy utilities and employee services from DTA One were consolidated into a centralized "More" section for simplified access
- User & Role Management**
 - Role-based access control enables secure administration and controlled access across different user groups
 - Administrators can manage users, permissions, and organizational access policies centrally

Challenges Faced

Technical Challenges

- Legacy Platform Reverse Engineering**

Re-engineering and modernizing legacy JIVE-based platform capabilities without direct backend/platform access or complete system documentation
- Complex Data Migration & Reconstruction**

Migrating large volumes of fragmented legacy data-including users, posts, spaces, media assets, and application records-while preserving relationships, structure, and usability
- Scalable Migration Pipeline Design**

Designing scalable migration and synchronization pipelines capable of handling structured and unstructured enterprise content with minimal disruption
- Parallel SDLC Execution**

Coordinating parallel execution of development, migration, integration, and testing streams within a compressed delivery schedule
- Enterprise-Grade Performance & Security**

Ensuring enterprise-grade security, performance, scalability, and mobile responsiveness under accelerated implementation timelines
- Cross-Platform Experience Consistency**

Maintaining platform consistency and data integrity across both web and mobile experiences during continuous feature rollout

Business Challenges

- Organizational Platform Transition**

Driving organizational transition from multiple legacy collaboration platforms to a single unified digital workplace without impacting employee engagement
- Stakeholder Alignment Across Business Units**

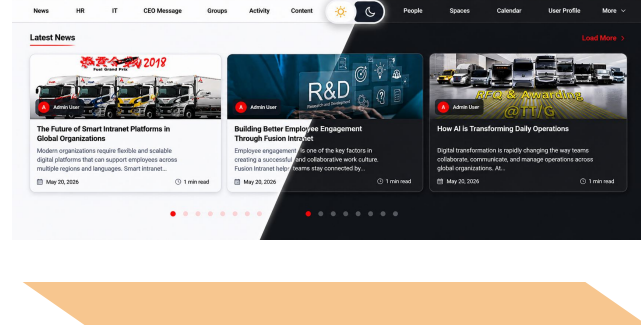
Aligning diverse stakeholder expectations and communication needs across departments, business units, and employee groups
- Change Management & User Adoption**

Managing change adoption for employees accustomed to existing Daimler ecosystem platforms and workflows
- Unified Employee Experience Design**

Consolidating enterprise communication, collaboration, and employee services into a simplified and intuitive user experience
- Time-Constrained Separation Execution**

Operating under strict separation timelines during the Daimler transition, requiring rapid decision-making and execution alignment
- Business Continuity During Migration**

Ensuring uninterrupted access to critical organizational knowledge and internal communication channels during platform migration and rollout



- Centralized Content Management System (CMS)**
 - Business teams can independently create, manage, and publish organizational content without technical dependency
 - HR, IT, Communications, and other departments can create categories and manage announcements, policies, campaigns, and employee updates through a centralized administration interface
 - The platform supports employee-focused content and services such as cafeteria menus, wellness initiatives, organizational updates, and internal engagement programs

AI-Accelerated Delivery Framework

Leveraged AI-assisted engineering, automation, and parallel execution models to accelerate delivery across the Software Development Life Cycle (SDLC) while maintaining enterprise-grade quality, security, and scalability.



OUTCOMES

-  **Faster Delivery**
-  **Improved Quality**
-  **Secure Rollout**
-  **Parallel Execution**
-  **Reduced Manual Effort**

Business Outcomes

Annual Cost Savings

8.8M JPY annual savings achieved through consolidation of legacy platforms into a unified system.

Publishing Effort Reduction

240 hrs/year reduction in content publishing efforts through streamlined workflows and centralized management.

Content Migration Scale

14,000+ content items migrated while preserving organizational knowledge and continuity.

Digital Workplace Consolidation

1,500 entries & 140 spaces consolidated to enable a unified and structured digital workplace.

User Onboarding Success

5,000+ users successfully onboarded from Day 1 with seamless transition from legacy systems.

Accelerated Platform Delivery

4 mths. to deliver a fully operational web and mobile platform.

Faster Development Cycles

~70% faster development cycles achieved through AI-assisted implementation, accelerating overall project execution.

Key Areas of Expertise Demonstrated

- Platform Consolidation & Migration**

Enterprise-scale platform consolidation and migration
- AI-Driven SDLC Execution**

AI-accelerated Software Development Life Cycle (SDLC) execution
- Parallel Implementation Delivery**

Parallel delivery models for large-scale system implementation
- Integrated QA & Test Automation**

Integrated QA, test automation, and shift-left testing practices
- Cloud-Native Application Development**

Cloud-native, scalable enterprise application development

Cubastion Consulting Pvt. Ltd.

11th Floor, Block B, Vatika Business Park,
Sector 49, Sohna Road Gurgaon
Haryana 122018,
INDIA

Cubastion Consulting Pvt. Ltd.

Kinko Building 7F 7-3
Kanagawa Ward, Yokohama,
Kanagawa 221-0056
JAPAN

Cubastion Consulting LLC

971 US Highway 202N,
STE R, Branchburg, NJ 08876

Contact Us: solutions@cubastion.com

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