

SUCCESS STORY

FUSO E-Shop

A Cubastion Application Management Engagement

Company Name

FUSO

Industry

Automotive

Location

Japan

Impact

Driving the Future of Commercial Vehicles

Application

E-Commerce Platform

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Driving the Future of Commercial Vehicles

A CASE STUDY

Background

FUSO, a global leader in commercial vehicles - a part of Mitsubishi Fuso Truck and Bus Corporation (MFTBC), offers a comprehensive range of trucks, buses, and industrial vehicles. With a rich legacy spanning over 80 years, FUSO continues to innovate and deliver reliable, durable, and efficient solutions. Operating in over 170 countries, FUSO is committed to shaping the future of transportation.



Problem Statement

In its pursuit of digital transformation, FUSO aimed to enhance customer experience through its FUSO E-Shop, enabling seamless online transactions for vehicle parts and services. However, with a growing digital customer base, maintaining platform scalability, ensuring real-time inventory and pricing accuracy, and managing complex integrations with external systems presented significant challenges.

These issues, coupled with the need for continuous product, content, and system updates, demanded robust Application Management Services (AMS) to efficiently handle service requests, change requests, and incident management. FUSO required an APM solution that could deliver consistent platform performance, secure transactions, and real-time monitoring to support its evolving business needs while minimizing disruptions and optimizing operational efficiency.

Challenges Faced

FUSO faced several challenges with their E-Shop platform:

● Scalability and Maintenance

Ensuring the platform can support a growing digital customer base while staying well-maintained and up-to-date, in addition to regular Service Requests (SR) and Change Requests (CR).

● Real-Time Updates

Managing dynamic updates to inventory, pricing, and product content to reflect real-time changes.

● Complex Integrations

Seamlessly integrating third-party systems such as CIAM for sCustomer identity and access management, DT Pay for payment processing, and Force Siebel for pricing and inventory updates.

● Incident Management

Addressing system disruptions like downtime, payment failures, or broken functionalities efficiently to minimize customer impact.

● Ongoing Enhancements

Introducing new features and addressing user feedback without disrupting live operations.

● Consistent User Experience

Maintaining a secure, seamless, personalized shopping experience for all users.

AMS Solution for FUSO E-Shop

To address the evolving requirements of the FUSO E-Shop and ensure seamless operations, Cubastion implemented an advanced Application Management Services (AMS) framework. This solution delivered efficient Service Requests, Change Requests, and Incident Management processes while integrating multiple external systems to create a robust e-commerce platform. Below are the key components of the solution:

- **Service Request Management:** Streamlined handling of routine updates, ensuring timely delivery and meeting evolving customer needs.
- **Change Request Management:** Efficiently managed development-intensive modifications, prioritizing changes and ensuring smooth deployment.
- **Incident Management:** Implemented a robust incident management process, ensuring timely resolution of critical issues and minimizing downtime.
- **Release and Configuration Management:** Adhered to a structured release process, ensuring smooth deployments and maintaining system consistency.
- **Real-Time Monitoring and Daily Sanity Checks:** Proactively identified and resolved issues, ensuring optimal platform performance.
- **Integration Management:** Seamlessly integrated with external systems like CIAM, DT Pay, D2S, Force Siebel, Matomo Analytics, SharePoint, Ascent, and Qualtrics to enhance functionality and customer experience.
- **Comprehensive Documentation:** Maintained detailed documentation for future reference, including RCA reports and configuration details.
- **Three-Tiered Environment:** Utilized development, staging, and production environments to ensure controlled and secure deployments.

Business Outcomes

Platform Uptime

99.9% uptime maintained, minimizing disruptions and maximizing customer satisfaction.

Change Request Fulfillment

100% change requests delivered within the 15-day SLA, enabling agile platform enhancements.

Search Optimization

98% Improved search accuracy, enhancing user experience and reducing search abandonment rates.

Checkout Success

99% checkout success rate achieved, minimizing cart abandonment and optimizing the customer journey.

Product and Inventory Accuracy

100% product and inventory data accuracy maintained, ensuring customer trust and reducing order cancellations.

Order Tracking Efficiency

50% Reduced order tracking discrepancies, improving post-purchase customer experience.

Service Request Management

250+ service requests efficiently handled annually, ensuring timely updates and improvements.

Key Areas of Expertise Demonstrated

● Proactive Monitoring

Conducted daily sanity checks to prevent issues and ensure consistent platform performance.

● Robust Documentation

Maintained comprehensive documentation for effective knowledge sharing and troubleshooting.

● Efficient Release Management

Delivered over 50 successful releases annually, ensuring smooth deployment of new features and updates.

● Configuration Management Excellence

Ensured 100% configuration consistency across environments, minimizing deployment errors.

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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