

EV
AUTOMOTIVE



CASE STUDY

SHIFTING GEARS

How Cubastion Helps Automotive
Leaders Accelerate Growth



cubastion
Trusted Technology Partner

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The Changing Road Ahead

The automotive industry is at a tipping point. New technologies such as connected vehicles, electrification, and autonomous driving are redefining what customers expect. At the same time, manufacturers and dealer networks must cope with aging systems, fragmented data, and increasingly complex operations.

For global OEMs, the questions are consistent



- How can we modernize decades-old legacy systems without disrupting ongoing business operations?
- How can we unify siloed data to gain a single source of truth?
- What does it take to deliver seamless customer experiences across channels?
- How can we stabilize large-scale operations while reducing costs and risks?

Here's where Cubastion comes in

As a long-term partner to global automotive leaders, Cubastion has helped organizations repeatedly overcome these very challenges



Modernize



Integrate



Scale

technology in ways that directly impact performance, efficiency, and customer satisfaction. Here are some examples of how Cubastion has helped global automotive organizations get on the growth path with technology.

Modernizing Legacy Systems for a New Era

The Industry Problem

Outdated, decades-old systems are brittle, inefficient, and unable to scale. They cripple dealer networks, create security risks, and prevent innovation.

Cubastion's Role

We reimagine core operations for the cloud era. We architect modern, scalable platforms that enhance user adoption and drive efficiency.

The Proof Point

Mitsubishi Fuso (MFTBC) & The 40-Year-Old System



MFTBC's dealer partners relied on a 40-year-old legacy system called M-Ban. Manual processes and a separate, underutilized Dealer Service Center (DSC) app forced managers into dual data entry, limiting its use to just 100 users and creating a significant operational bottleneck.

Our Solution & The Tech That Made It Work

We migrated MFTBC to a modern Oracle Siebel CRM on Microsoft Azure, slashing computing needs by 50%. For the DSC app, we engineered a complete revival. Using React and Java on Azure Kubernetes Service (AKS), we built a performant, intuitive interface. The masterstroke was creating a real-time, two-way sync with their core FORCE system, automatically eliminating duplicate entry.

The Outcome

- User adoption skyrocketed from **100 to over 3,000** concurrent users.
- Processing efficiency exploded by **7,400%**, handling 75,000 job cards monthly.
- Page load **times dropped from 8 seconds to under 2**, and errors were reduced by 90%.

We transformed a liability into a core asset, modernizing their operations without business disruption.

Unifying Fragmented Data for a Single Source of Truth

The Industry Problem

Customer and operational data often get siloed across dozens of systems. This redundancy creates confusion, inflates costs, and makes critical initiatives like CRM migration impossible.

Cubastion's Role

We architect clean, unified data foundations. We build intelligent systems to deduplicate, validate, and synchronize data, creating a single, reliable source for the entire enterprise.

The Proof Point

Hyundai Motor Company & The Data Migration Block



Fragmented data across six disparate sources blocked Hyundai's path to Salesforce. With 85 million redundant and duplicate customer records, migration was costly, slow, and unreliable, hindering their growth strategy.

Our Solution & The Tech That Made It Work

We built the Integrated Customer Database (ICDB). Using Python, we developed sophisticated algorithms to cleanse and deduplicate millions of records. We structured this clean data within a scalable MariaDB database architecture and integrated it via EAI and APIs to ensure a seamless flow into Salesforce.

The Outcome

- Achieved a **47% reduction** in customer records (85M to 45M), eliminating redundancy.
- Automated the entire data migration process, completing it in **just 2 hours daily**.
- Enabled a successful Salesforce migration, leading to **significant cost savings** & improved lead quality.

We provided the clear data foundation essential for Hyundai's customer-centric growth.

Integrating CRMs for a Seamless Customer Journey

The Industry Problem

Disconnected sales and service systems create a fractured customer view. Inquiries get lost, response times lag, and customer satisfaction plummets.

Cubastion's Role

We break down silos by building seamless, real-time integrations between critical systems, ensuring customer data flows effortlessly to where it's needed most.

The Proof Point

Honda India & The Disconnected Systems



Honda India faced a critical divide: their servicing data resided in Siebel, while their customer-facing app was on Salesforce. This disconnection created data silos, delayed inquiry handling, and frustrated customers.

Our Solution & The Tech That Made It Work

We engineered a real-time bridge between the two giants. We executed a flawless historical data migration and then built a set of custom APIs to maintain a continuous, bidirectional sync between Siebel (Sales/Service) and Salesforce.

The Outcome

- **100%** of historical data was accurately migrated.
- **Real-time sync** enabled instant updates across both systems.
- **Faster response times** dramatically improved operational efficiency and customer satisfaction.

We unified Honda's customer experience, ensuring every team had the right information at the right time.

Stabilizing Operations for Peak Performance

The Industry Problem

Unstable applications, especially during peak demand, lead to downtime, errors, and lost revenue. Manual processes for critical updates are slow and risk-prone.

Cubastion's Role

We provide Application Management Services (AMS) focused on proactive monitoring, automation, and predictive resource allocation to ensure mission-critical systems are robust, reliable, and efficient.

The Proof Point

Hero MotoCorp & Peak Demand Performance Issues



Hero MotoCorp's Oracle Siebel processes were buckling under peak load, threatening sales and service operations. Meanwhile, Daimler Trucks (DICV) struggled with a slow, manual, and error-prone process for its bi-annual price updates.

Our Solution & The Tech That Made It Work

For Hero, we implemented a dedicated AMS team that introduced advanced monitoring and predictive resource scaling to stabilize Siebel under heavy loads. For Daimler Trucks, we automated their entire Azure infrastructure using Terraform (IaC). We established CI/CD pipelines using Azure Pipelines to enable fast and error-free deployments, including complex price updates.

The Outcome

- For Hero: Achieved operational stability for Siebel during high-demand periods, improving data accuracy and user confidence..
- For Daimler: Reduced deployment time from hours to minutes, eliminated manual errors, and modernized their entire platform away from end-of-support risks.

We brought reliability and automation to the core of their operations.

Case Cards

Business Wins – Cubastion’s Strategic Consulting

Mitsubishi FUSO

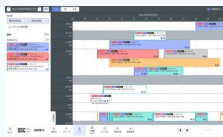


FORCE 2.0 Migration



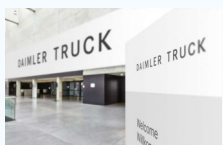
Migrated to FORCE 2.0 with enhanced CRM, APIs, and AMS. This delivered a zero-disruption rollout, 100% uptime, scalable performance, and a 24% year-over-year reduction in incidents. [Read more](#)

Dealer Service Center (DSC)



Revamped the DSC with UI/UX upgrades and real-time FORCE integration. This resulted in 90% fewer errors, a 7400% increase in throughput, 40% faster resolutions, and adoption growth from 100 to 3,000 users. [Read more](#)

Legacy System Migration



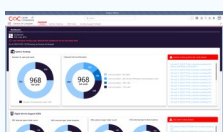
Migrated 64 dealer partners from a 40-year-old system to cloud-native Siebel CRM on Azure. This achieved a zero-disruption rollout, unified operations across 258 branches, reduced computing needs by 50%, and provided scalable support for over 7,500 users and 250,000 daily transactions. [Read more](#)

Central Customer Portal (CCP)



Cubastion partnered with Mitsubishi Fuso to build the Central Customer Portal on Salesforce, integrating vehicle, maintenance, finance, and analytics functions. Utilizing agile methodologies, CI/CD, and automated testing, the solution achieved a 35% reduction in service turnaround time, a 40% increase in customer engagement, a 25% decrease in operational inefficiencies, and unlocked new sales opportunities across global markets. [Read more](#)

Centre of Competence (CoC) Portal



FUSO faced limitations in its DSC system for tracking job cards and service analytics. Cubastion built the Salesforce-based CoC portal with Azure Service Bus integration, multilingual support, and dashboards for uptime, DSS, CSC, CAS, and roadside assist. Result: 100% real-time synchronization, 30% faster service monitoring, 25% improved issue resolution, and enhanced decision-making efficiency. [Read more](#)

eCommerce AMS



Cubastion enhanced FUSO's digital transformation by delivering robust Application Management Services (AMS) for the FUSO E-Shop. The solution ensured 99.9% uptime, seamless integrations, and real-time monitoring. It efficiently managed incidents, service, and change requests, improving customer experience, operational efficiency, and scalability. This resulted in a 99% checkout success rate and 98% search accuracy. [Read more](#)

eCommunity



Mitsubishi Fuso partnered with Cubastion to build eCommunity, a multilingual internal knowledge-sharing hub. Objective: centralize innovation and communication. Challenge: fragmented, hard-to-access data. Solution: SSO login, chatbot, user roles, admin panel, and UI/UX design. Results: 40% faster data retrieval, 60% improved collaboration, 75% higher content engagement across 90+ global sites. [Read more](#)

TCO Calculator AMS



FUSO's dealership sales managers relied on the TCO Calculator to compare eCanter EV vs. Diesel truck costs and drive EV adoption. Facing data inaccuracies, delays, and low adoption, FUSO engaged Cubastion AMS. Cubastion ensured stability, real-time updates, and proactive monitoring—delivering 99.9% uptime, 60% faster issue resolution, and a 40% higher adoption rate.

TIC AI Assistant



Built an AI assistant with NLP and ML. This delivered sub-one-minute resolutions, freed up 30 agents, reduced repeat inquiries by 75%, and provided 24/7 multilingual support. [Read more](#)

Daimler India

DAIMLER
TRUCK

AMS Transformation



Transformed the AMS with 24/7 monitoring and proactive maintenance. This delivered resolutions in under five minutes, zero backlog, 100% uptime, and seamless handling of over 6.5 million record updates. [Read more](#)

Mercedes-Benz



DSD Tabs App

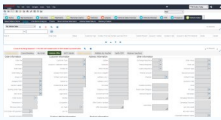


Replaced the obsolete DSD Tabs app with a modern, cross-platform Flutter solution. This delivered instant PDF reports, faster advisor workflows, and scalable performance. [Read more](#)

Hero MotoCorp



AMS



Cubastion delivered end-to-end Application Management Services (AMS) for the Hero Business Process, ensuring system stability, scalability, and performance. Through proactive incident, change, and release management, data optimization, and automation, Cubastion achieved over 2,000 man-days of support and seamless operations during high-traffic campaigns, driving efficiency and continuous business improvement.

Oracle Siebel AMS Enhancement



Enhanced Oracle Siebel AMS with proactive onsite support, automated data correction, and predictive modeling. This ensured zero disruption, continuous improvement, and optimized resource planning. [Read more](#)

Honda India

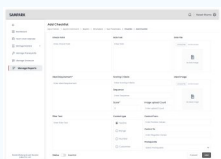


Salesforce Integration



Integrated Salesforce with data migration and real-time API integration. This delivered a unified 360-degree customer view, instant inquiry tracking, and future-ready scalability.

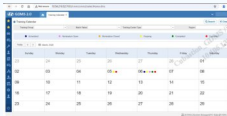
Sampark 2.0



Cubastion transformed Honda India's outdated Dealer Evaluation system by developing Sampark 2.0, a modern, scalable platform supporting both vehicle and parts dealership assessments. The solution delivered automated reports, role-based access, and real-time data-driven dashboards, resulting in 50% faster evaluations, enhanced transparency, and standardized performance tracking across all dealerships.

ICDB

Hyundai faced fragmented customer data, redundancy, and high storage costs while preparing to migrate from Siebel to Salesforce. Cubastion delivered ICDB, reduced 85M records to 45M (47% reduction), built 80 APIs and 150+ procedure logics, and enabled daily 2-hour migrations that updated 150 entities. Results: seamless Salesforce integration, faster reporting, and lower costs.

Service Training Module

Hyundai AutoEver India digitized its offline service training with a GDMS-embedded Service Training Module with Cubastion. Objective: centralize training lifecycle. Challenge: manual records, poor tracking, and nomination errors. Solution: UI/UX upgrades, auto-nomination, attendance, results, and default debit logic. Results: 90% less manual work, 30% higher training compliance, faster issue resolution, and improved workforce readiness.

The Cubastion Advantage

Your Partner on the Road Ahead

Our story with these global leaders demonstrates a consistent pattern: we solve the recurring problems that hold the automotive industry back.

Our advantage is built on



Deep Automotive DNA

We speak your language and understand your unique operational challenges.



Full-Stack Expertise

We select and integrate technology—from React and AKS for scale to Python and MariaDB for data intelligence—based on the problem, not a one-size-fits-all approach.



Outcome-Obsessed Delivery

We measure our success by your tangible business results: efficiency gains, cost savings, and growth.

The road ahead is full of possibilities. Partner with Cubastion to navigate your digital transformation, overcome these common challenges, and accelerate your future.

Ready to drive your success?

Contact us for a consultation



Over 19 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