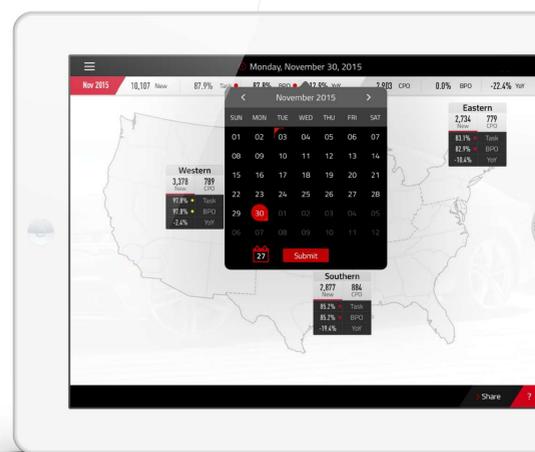


CAR MANUFACTURER. COMPLEX BUSINESS PROCESS IN ONE APP

The US network of a car manufacturer with a remarkable growth story in the American luxury car segment required a mobile application for monitoring the performance metrics of their business.

It is always very important for large corporations to monitor all stages of their activities, to study the objective information, and to review the metrics of performance efficiency. Thus, this company performs daily monitoring of car sales. It has created and has been improving over the years a complex business process which allows the management of the sales process on the basis of metrics

However such a business process requires the extensive use of computers for various stages: analysis of collected data, calculation of metrics, and visual representation of metrics. Until recent times, it was impossible to receive new information in a mobile way. However, the current level of mobile technology provides the opportunity to create a system which will cope with the large amount of information and deliver a visual representation of performance metrics in the most user-friendly way.



Challenge

The main objectives in creating a mobile application for monitoring the performance metrics for the business was to:



implement the offline mode of the application. The consequence of this requirement was the necessity to handle large amount of data, based on which the various "cuts" of performance metrics should be created. In order to have flexibility and not to occupy the client application with processing a great amount of information, an unusual concept for preparing and delivering data to the client has been created.



have the ability to compare data for different periods of time.



implement the performance metrics in a visual presentation with the ability to display data in a variety of "cuts"



create a progressive mechanism for filtering and organizing data according to certain criteria

The vehicle manufacturer has one more vital business process – annual business planning. Managers and sale dealers used to meet each other in general meetings and discuss the sales plan for the upcoming year. This process took a lot of time, and the necessity of a multifunctional tool was obvious. As a solution, Business Planning Objective (BPO) was performed as a part of a sales app. BPO offers extensive possibilities for visual representation of plans, management of analytics, comparison of plans and many other features.



Key features



Daily monitoring of sales performance metrics



Management of analytics, tracking of the production process



Annual business planning for managers & sales dealers; coordination of plans



Wide possibilities for visual representation of plans and sales performance metrics, based on the various "cuts"



Advanced security and user access control



Operations with large amounts of information



Support of MobileIron MDM system



Full-featured offline mode

Technologies

- Typhoon
- Mantle
- Masonry
- VIPER
- Tolo
- Fabric
- Pop
- EasyMapping



AFNetworking



Localytics



CocoaPods



REALM