CYBAGE
Delivering Value. Scientifically.

Modernize to Accelerate
An Automotive Data Analytics Leader Revamped Their Data Transformation Infrastructure for Faster Time-to-Market

About the Client

A leading provider of comprehensive automotive data, analysis, and intelligence that empowers businesses within the automotive industry to make informed decisions and gain a competitive edge.
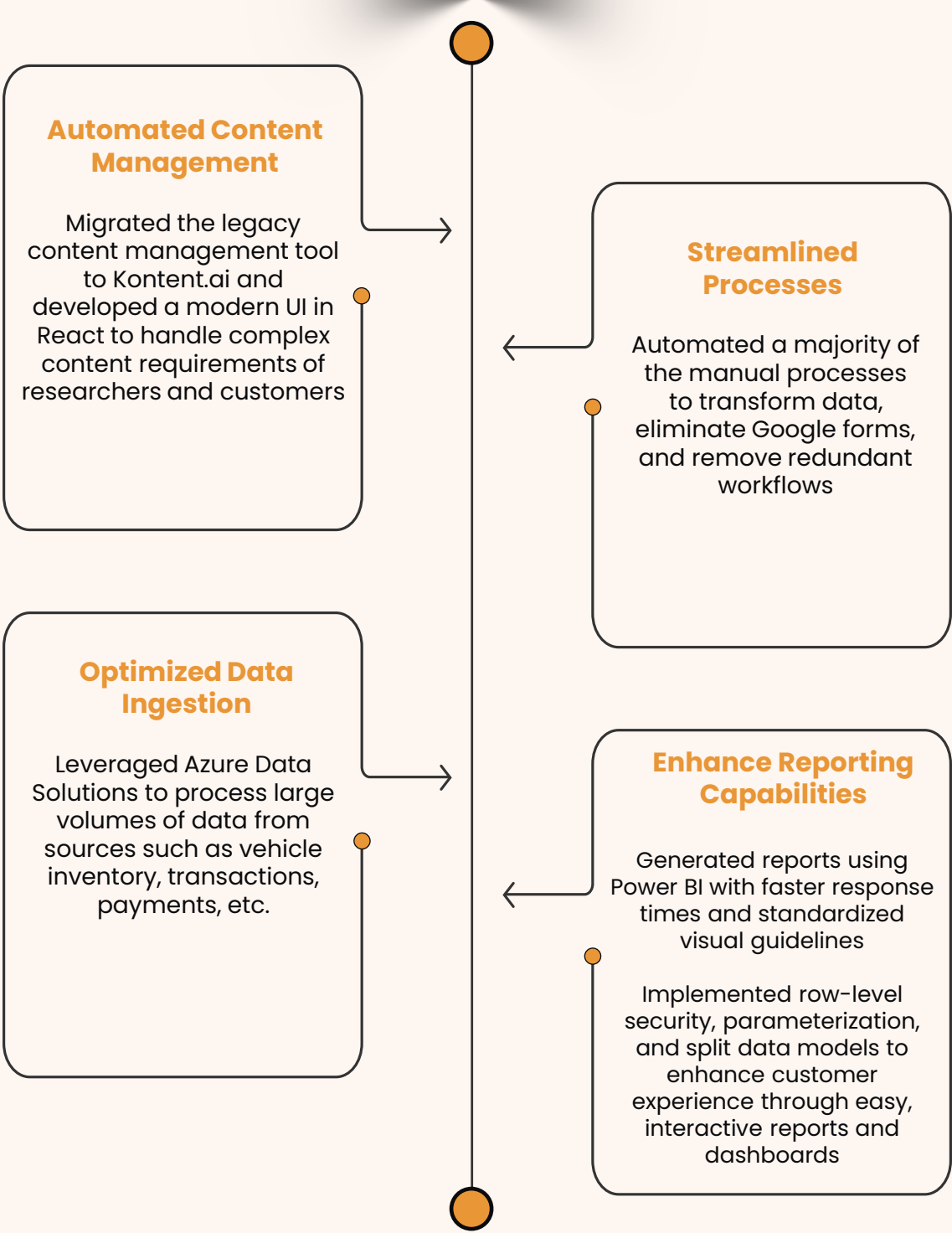
Challenges

The client's existing infrastructure relied on manual processes and outdated technologies, hindering operational efficiency and user engagement, prompting them to partner with Cybage to modernize their legacy systems by:
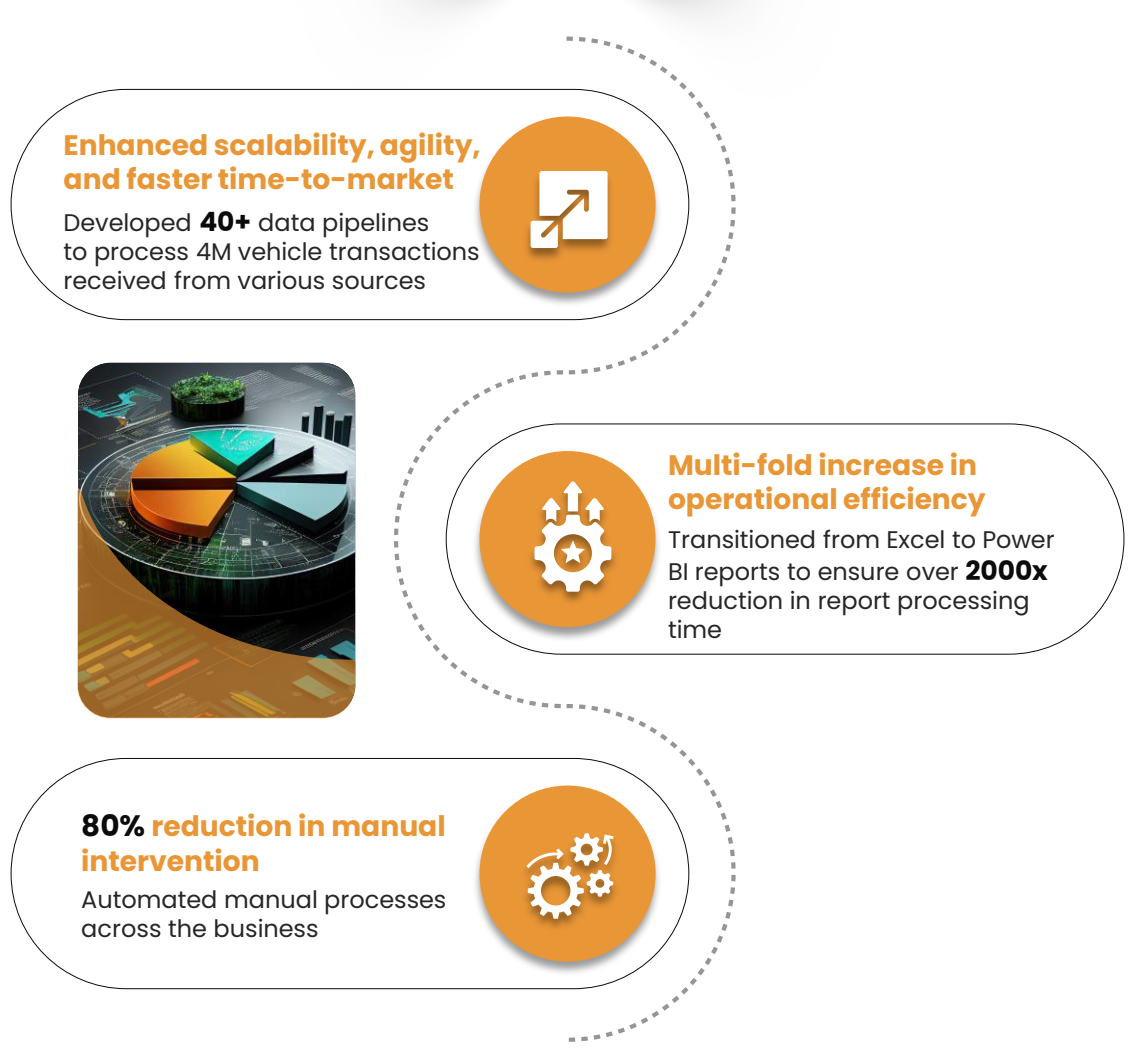
- Replacing their existing content management tool to reduce **manual intervention** and improve the experience for researchers and customers
- Automating siloed and manual processes to enhance overall efficiency in **automotive data research** and **analytics**
- Improving the **data ingestion process** for vehicle transactions and monthly payments to ensure quick and efficient data consumption by downstream applications
- Upgrading **in-house reporting capabilities** to analyze collected data points more effectively, providing better business insights across sales, finance, and operations divisions
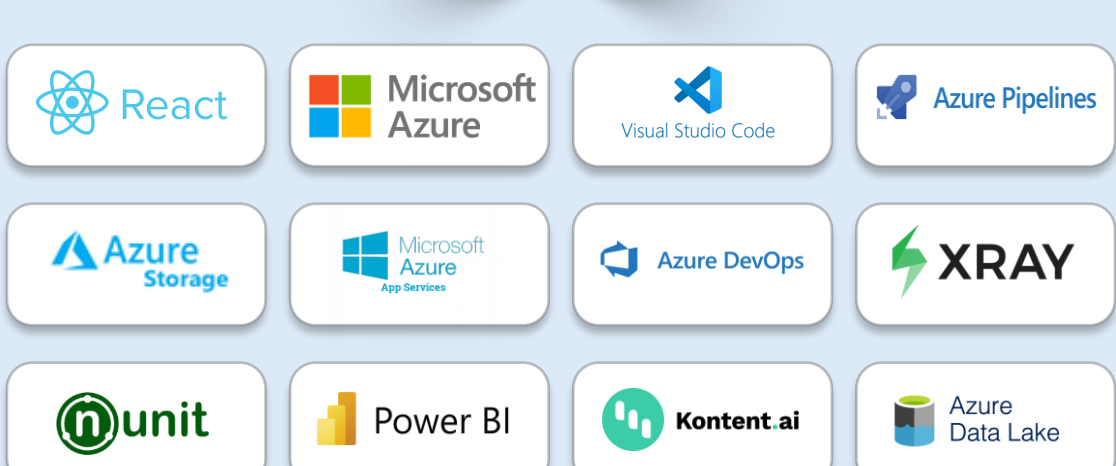
Solutions

Automated Content Management
Migrated the legacy content management tool to Kontent.ai and developed a modern UI in React to handle complex content requirements of researchers and customers

Streamlined Processes
Automated a majority of the manual processes to transform data, eliminate Google forms, and remove redundant workflows

Optimized Data Ingestion
Leveraged Azure Data Solutions to process large volumes of data from sources such as vehicle inventory, transactions, payments, etc.

Enhance Reporting Capabilities
Generated reports using Power BI with faster response times and standardized visual guidelines

Implemented row-level security, parameterization, and split data models to enhance customer experience through easy, interactive reports and dashboards

Business Impact

Enhanced scalability, agility, and faster time-to-market
Developed **40+** data pipelines to process 4M vehicle transactions received from various sources

Multi-fold increase in operational efficiency
Transitioned from Excel to Power BI reports to ensure over **2000x** reduction in report processing time

80% reduction in manual intervention
Automated manual processes across the business

Tech Stack

- React
- Microsoft Azure
- Visual Studio Code
- Azure Pipelines
- Azure Storage
- Microsoft Azure App Services
- Azure DevOps
- XRAY
- nunit
- Power BI
- Kontent.ai
- Azure Data Lake

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