

LEADING GLOBAL CAR MANUFACTURER

Accelerating Vehicle Discovery With a Virtual Assistant

Challenge + Opportunity

Our client wanted to differentiate itself by using an AI-powered agent to provide customers with personalized vehicle recommendations based on their specific needs.

Solution Highlights

We developed and integrated a virtual agent into the website that leverages thousands of data points to help guide the customer through the vehicle exploration process.

Key Benefits

Our client experienced a 28% increase in user engagement and high-value actions on its site, indicating a user's strong intent to follow through with the purchase of a vehicle.

5,000

Conversations per
day

76%

More time spent on
the site

171%

More page views
per visit



LARGE SALES AND MARKETING COMPANY

Building a Multi-Client Solution on Google Cloud Platform

Challenge + Opportunity

Our client's existing client bonus platform lacked scalability, security, and performance capabilities. It needed a new cloud-native, multi-tenant, modern site to automate daily tasks and provide better admin visibility.

Solution Highlights

Using GCP Dataflow, Firebase, Drools, and BigQuery, we redesigned the client site to provide a suite of admin tools to centralize client functionality and improve workflow automation. Our solution also improved security and user experience.

Key Benefits



Multi-tenant



Easy to maintain



Single code base



Flexible and
scalable



LARGE SALES AND MARKETING COMPANY

A New Website and Platform for an Automotive Rebate Program

Challenge + Opportunity

Our client needed to build a customer-facing website and portal for the California Clean Fuel Reward Program that was secure, compliant, and allowed for observation of network traffic flows.

Solution Highlights

The platform was built on the client's existing GCP environment, along with Acquia for front-end content management and Okta for security access. Anthos Service Mesh increased deployment velocity and enabled service monitoring, networking, out-of-the-box mTLS security, and orchestration of GKE microservices.

Key Benefits

The secure program management system provides end-to-end traffic encryption, highly available data, dashboards with granular level observability, and serverless backup.



NORTH AMERICAN AUTOMOTIVE MANUFACTURER

Migrating Subscription Workloads to Google Cloud Platform

Challenge + Opportunity

As part of a larger cloud initiative, our client needed to migrate its customer subscription services platform to Google Cloud Platform (GCP) because the legacy system was unstable and costly to maintain.

Solution Highlights

We migrated the client to GCP on an aggressive timeline. We provisioned the infrastructure, converted existing applications to the Google technology stack, and tested and deployed the solution.

Key Benefits



Cost savings



Increased application stability



Fewer customer subscription issues



Executed on an aggressive timeline

