

CASE STUDY

Xtreme Delivers Highly-Customized Application Development

SUMMARY

INDUSTRY

Manufacturing & Sales

ORGANIZATION

Sales & Customer Support

SIZE

20,000+ employees

THE CHALLENGE

- › Rewrite and enhance client's internal sales applications to Microsoft .NET MVC web applications

MAKING IT HAPPEN

- › Xtreme successfully delivers initial application
- › Xtreme collaborates with the client to design three more custom applications
- › Finished applications have improved functionality and UX

XTREME RESULTS

- › More accurate inventory information and pricing
- › Streamlined sales processes
- › Increased integration and automation
- › Improved customer experience

THE CHALLENGE

The Sales and Customer Support Group within the North American subsidiary of an Enterprise Truck Manufacturing company needed a vendor to rewrite and enhance its existing enterprise-scale internal Used Truck Inventory & Sales DB2 mainframe applications to Microsoft .NET MVC web applications. These applications are used by 800 dealerships and from 25 to 3,000 end-users (depending on the application) across the U.S. and Canada. Challenges of the current applications included:

- › **Out-Dated Software:** The company wanted to move away from its legacy applications to a more supportable platform, and one that could more easily be made mobile.
- › **Poor User Interface:** The original application was a mainframe application with no graphical image support to include business marketing, branding, or imagery of vehicles.
- › **Read-Only Data:** Because the previous applications were read-only, they required back-end data entry to ensure the vehicle inventory list remained up to date. This meant that additional resources were required to

THE CHALLENGE / CONTINUED

update the inventory and that the data in the application were not always current and thus fully reliable.

› **Lack of flexibility:** Software lacks flexibility to change with the business and its preferred customers.

Another vendor was originally selected for this work, but after doing much of the architecture, they were not able to deliver a finished Inventory Module. The company determined that the vendor was not providing the level of expertise, timeliness, or collaboration required, so sought out another vendor to complete the work.

Xtreme Consulting, who also provides extensive staffing for the company, was selected to fix the issues and complete the applications. This work included the programming, Project Management, Use Case & Test Case definition & execution for Quality Assurance, and Deployment Processes required to deliver the software programs.

MAKING IT HAPPEN

Successful Application Delivery Leads to Further Development Work

Working within the framework developed by the previous vendor, Xtreme Consulting's developers fixed and cleaned up the problems within the unfinished applications and created the schema, relationships, business objects and processes to successfully deliver the Inventory Module Application to meet the company's business needs, including:

- › A more supportable, extensible platform
- › Flexibility for future updates and customizations
- › Graphical image support
- › An interactive user interface, allowing real-time inventory updates

Based on the successful delivery of the initial application and the trust that was built throughout the project, the company chose to expand its partnership with Xtreme Consulting to build three additional .NET MVC web applications.

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MAKING IT HAPPEN / CONTINUED

Custom Applications Based on Collaboration

Xtreme Consulting worked with the company's in-house Business Analysts and Product Owners as they refined the business rules and User Interface requirements with their internal Business Sales Teams. This collaboration and the resulting specifications allowed Xtreme to design and develop the following custom applications, which are all integrated with a SQL Server backend using linked server connections to IBM's DB2 databases. The applications provide:

Improved Pricing

This application improves pricing with a functionality and user interface similar to Kelley Blue Book. It also allows sales staff to easily update inventory and pricing on the fly, based on vehicle specifications and detailed inspections of each vehicle.

Streamlined Discounting and Invoicing

This application streamlines the discounting process within the sales cycle, applying appropriate discounts, based on specific business guidelines provided by the company. It also generates invoice requests to various entities within the organization, including dealer Purchasing, Sales, and Accounting departments.

Side-by-Side Product Comparisons

This application presents side-by-side views of vehicles within the inventory, providing an improved, more informed buying experience to those intending to purchase. Unlike the other applications which are internal to the Sales & Customer Support group, this application is also open to sales and business managers at dealerships across the US & Canada. Moving forward, the company will be piloting a mobile version of this application.

A Growing Partnership

After 24 months, and the development and delivery to production of several applications, the partnership between the company and Xtreme has continued to expand, based on both the successful delivery of applications and the relationships that have been forged throughout the engagements. The first project was small, and the company provided information limited to what was specifically required for that project. The company's financial engagement with Xtreme is now 30 times more than the

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THE CHALLENGE / CONTINUED

initial contract, and the company has expanded the amount of information it shares with Xtreme, based on a growing trust and the value gained through the increased collaboration. The additional business includes a Managed Services contract supporting 12 applications, including the four developed by Xtreme, and a purchase order to develop another portal application.

XTREME RESULTS

Business Benefits

The highly-customized, enterprise-scale applications and modules delivered by Xtreme are providing the following benefits to the company.

More accurate, real-time inventory information and pricing

Inventory changes occur within the application modules, rather than requiring back-end data entry, resulting in more accurate, up to date inventory and pricing.

Streamlined sales processes

The Online Sales Associate module automates sales workflow and integrates invoicing to improve the sales process for both the company and its customers.

Increased productivity

The improved integration and automation allow workers to focus on more productive sales-related activity, rather than data entry and manual processes.

Improved marketing and sales experience

The ability to include imagery, not only reinforces the company's business marketing and branding, it also improves the sales experience as customers can now view and compare images of inventory vehicles.

Built for the Future

The updated application and modules provide the flexibility and scalability required for future updates and technology evolution.

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XTREME RESULTS / CONTINUED

Partnership Benefits

By choosing to partner with Xtreme the company has received:

Timely delivery of applications

Xtreme consistently met deadlines and timelines at every stage of the application delivery cycle.

Empowered company resources

By providing all of the resources to deliver applications that support ongoing business processes, Xtreme freed up the company's internal resources to work on more leading edge, strategic business projects.

Streamlined collaboration

The timely delivery of projects and the tight integration and clear communication along the way has strengthened a trusted partnership between the company and Xtreme. This consistency and familiarity significantly simplifies and streamlines the collaboration required for every project.

Low-cost/high-touch resources

By providing developers from a city with a lower cost of living, Xtreme was able to provide more competitive pricing. However, while the primary developers were not local to the company, Xtreme demonstrated that its flexible resourcing strategy can provide whatever local support is required. This resulted in a relationship that is both low cost and high touch.

Technologies:

- › MVC 4
- › MVC Web API
- › LLBLGen Pro – ORM
- › IBM DB2
- › LESS
- › JQuery & JQuery UI
- › T4MVC
- › Bootstrap
- › SQL Server 2008 R2

ABOUT XTREME CONSULTING GROUP, INC.

Xtreme partners with leading consumer and technology companies to provide the talent resources, operational expertise and comprehensive staffing solutions they need to efficiently grow their businesses and accelerate success.

Contact us to learn more at info@xtremeconsulting.com

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