

Automotive Dealer Portal Supporting Connected Car IoT

THE CHALLENGE

Main problem and its scenario.

Automotive dealers sell IoT enabled devices that can be optionally purchased with a car or truck. The dealers work with the major phone companies, AT&T, Verizon, T-Mobile, etc. to offer these accessories to their buyers. Not all accessories are offered in all markets and by all the dealers. It is necessary to create a dealer portal supporting only the IoT accessories that are available in a given market segment. Offers need to be hyper-segmented by geographic location.

THE SOLUTION

How the ONIS team delivered the solution.

ONIS Digital Architect code-less commerce portal and code-less catalog enabled the IT Service partner to create and demonstrate a prototype within 1 day! Code-less catalog management along with Geo-location based hyper segmentation capabilities created a centralized & approved catalog of connected car IoT accessories. The catalog consisted of car accessories with approved prices and descriptions. The fact that you can create offers very quickly and without the need for any coding meant that it only took a couple hrs. to enter all IoT accessories into the system. Images, videos and other descriptions of the accessories were pulled from manufacturer web sites in another couple of hrs.

Next the IT Service partner used ONIS Digital Architect Smart Studio to design the layout look, feel, navigation, and branding for two dealer portals. ONIS Digital Architect supports multi-tenancy, so each Auto-dealer was setup as a separate tenant in the system with their own approved catalog of IoT accessories. Each tenant also automatically get their own Portal that is fully customizable and branded as per dealer specifications. Both prototype portals were ready with 3-4 hours!

THE RESULTS

Results obtained once ONIS delivered the best solution.

This use case demonstrates the power of the ONIS Digital Architect platform supporting an IoT commercialization use case. It also demonstrates how ONIS Digital Architect can change the economics of IT by shifting the power to business owners.

Our Results in Numbers

- Tincidunt ornare massa eget egestas purus viverra.
- Tortor vitae purus faucibus ornare.
- Orci sagittis eu volutpat odio.

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