Case Study

Migrating from On-Premise to AWS Cloud

A leading car manufacturer utilised MTSL's MOTIF data solution, integrating it with their ERP, upgrading their data lake, and implementing a visualisation layer. This enabled persona-based reporting and predictive analytics across 12 touchpoints, providing a holistic view of their customers.

About the Customer

One of the world's leading producers of premium cars. Pioneer in light innovation, it is synonyms with progressive design & superior engineered cars.

The client had made remarkable progress in digitalising its sales through digital consulting, augmented reality/virtual reality (AR/VR) at its retail outlets, and a proprietary app for its customers. However, they wanted to take a step further and leverage the customer data at their disposal to enhance the overall customer experience and drive customer loyalty.

Business Challenges

Data Silos. Unavailability of 360 view of each function at enterprise level.

- Multiple source of information, no single source of truth (data)
- Disparate systems
- Issues of data security & scalability
- Missing complete picture of customer data
- Missing persona-based reporting
- Missing predictive analytics for functions

Our Solution

- A Modern data Solution Stack – Motherson MOTIF that provides data insights from more than 12 touchpoints, analyses buying behavior, identifies patten through its predictive layer, gives persona-based insights
- Integrating MOTIF Lake House with the ERP & migrating legacy process to the robust warehouse management system
- Upgrading the data lake to assimilate data from various touch points
- Cleansing the data to mine insights for better customer deliverables
- Implementing visualisation layer for effective data governance
- Adding Piper layer to get a holistic view of customer from across 12 touchpoints

Business Benefits

A complete view of each function with 360 analytical dashboard providing critical insights and improving efficiency

A better understanding of customer for creating better, personalised, authentic experiences for customers across brand portfolio

Establishing a data mindset with effective data generation and sharing. Enabling effective data exchange within the departments to make every customer interaction count

Motherson Technology Services is a global technology company that offers a consulting-led approach with an integrated portfolio of industry leading solutions that encompass the entire enterprise value chain. Our technology-driven products and services are built on two decades of innovation, with a future focused management philosophy, a strong culture of invention and co-innovation, and a relentless focus on customer-centricity. A CMMI Level 5 company, we have delivered best-in-class services to 430+ clients in 41+ global locations across all continents. We are a business division of Motherson Group, one of the largest manufacturers of components for the automotive and transport industries worldwide with 150,000 employees across the globe.