

# Development of a cloud-based platform for an Automobile Industry client

**About the client:** The client is a major two-wheeler and three-wheeler manufacturing company. It is the world's sixth-largest manufacturer of motorcycles and the world's largest manufacturer of three-wheelers. The client is in business for more than 70 years. It has three lines of business—Motorcycles, Commercial Vehicles (CV), and International Business (export of motorcycles and commercial vehicles).

**Business requirement:** This requirement was for the Sales team handling the client's CV business. The client wanted to develop a web-based application for creating, reviewing, and simulating sales strategies according to numerous parameters and monitoring the compliance of these strategies. The client believed that this application will help increase the market share of its CV business segment, making it an industry leader in various parts of India.

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**Solution:** Cybage understood the requirement, suggested a solution, and developed an Office 365 based application. For the application, Cybage did the following:

- Made the application accessible to various stakeholders from the client's sales team, irrespective of their work location
- Made the application configurable and role-based, enabling the Sales team to devise strategies and take actions depending on various pre-decided parameters

Using the application, the Sales team could compare its product marketing strategies against the competitors' strategies on various financial, operational, and economic parameters, giving the client a decisive advantage.

**Tools and technologies:** Office 365, AngularJS, TypeScript, Entity Framework 6.1.3, Web API 2.2, LINQ, MS SQL Server 2012  
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