

Create the dream car

Using DevOps to build an online car configurator

Business Need

With car buyers increasingly looking to pick-and-mix specifications to conjure up their ideal vehicle, a premium automotive manufacturer was looking to build an online car configurator that could serve its three brands across all its global markets.

This was an extremely complex challenge, involving multiple stakeholders across more than 140 countries, as well as a large array of legacy IT infrastructure and systems.

Solution

NTT DATA used a DevOps approach for the delivery of the entire project, encompassing conception, design, implementation, manual testing, test automation, operations, project management and roll out support.

The solution provides a best-in-class user experience supported by analytics functions for online marketing and integration with the manufacturer's CRM.



NTT DATA is a top 10 global business and IT services provider with more than 120,000 professionals in over 50 countries.

NTT DATA can deliver the agility you need to deliver a great customer experience at scale across multiple markets.

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