



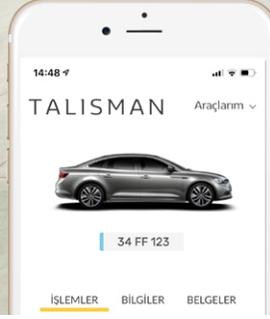
RENAULT



iOS



Android

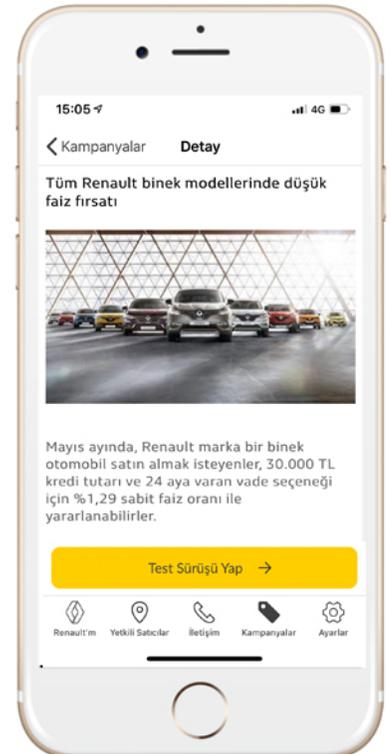
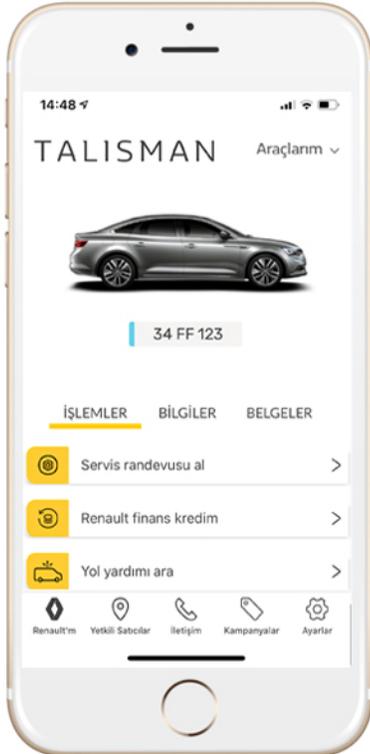


RENAULT iOS and Adroid Mobile Application

Mobile Transformation with Service 4.0: An Industry 4.0 Initiative

Overview

In Renault, we have several digital transformation initiatives not to protect ourselves from market disruption, but to be that disruptor itself. As we have more than 200 sales and service points with a sizable customer base across a large geographical area, mobility is the forefront of digital transformation. Our objective is to mobilize all essential processes, for all target audiences whether it is B2C, B2B or B2E.



Features:

- * Google Maps
- * User research tool
- * Live Chat
- * Crash Analytics
- * Social Integration

Technical Approach

Our client wanted Smartface Cloud with Oracle Mobile Cloud Enterprise as their enterprise mobility and mobile backend solution. As Mobilist we provide fully cloud-based, continuously integrated environment with agile and flexible mobile app development, mobile app lifecycle management and fundamental mobile services such as analytics, authentication and high-performance mobile backends.

We used Smartface platform, which make it possible to develop native iOS and Android applications and mobile backends just with JavaScript knowledge and centrally manage all enterprise mobility processes.

Results

In a very short time, we produced visible and successful results with Mobilist, Smartface and Oracle, enabling us to realize the full value of mobile transformation. We expect a notable productivity increase in service processes as well as a higher level of customer satisfaction while being able to increase engagement with an ongoing mobile presence. Thanks to Oracle MCE, we can work with any backend whether it is Oracle EBS or Oracle Cloud Apps. What's more is that our gains were not just about some business metrics or mobile transformation.

"We decided to use Smartface Cloud with Oracle Mobile Cloud Enterprise, Mobilist provide all services we need on time with high performance. They also create sustainable resources at all time we needed."

Oguzhan Yildiz, CIO of Renault MAIS



ABOUT COMPANY

Renault MAIS is one of the largest automotive companies in Turkey and the market leader in consumer vehicles for almost 20 years. Being the longstanding market leader has its unique challenges and Renault manages to keep this title with excellent customer service and continuous innovation.

“Appetizing, inspiring, mouth-watering. It's not just recipes. Not only for those who want to feed, but for those who are after a pleasure.”

- Automotive company / 1000+ employees
- www.renault.com.tr

BUSINESS NEED

Renault is fully embracing Industry 4.0 end-to-end from production to aftersales and this commitment requires an agile enterprise and an agile team. The challenge is that such a team must be equipped with the right tools that can keep up with the pace of change.

This is even more critical in mobility as the market is highly dynamic, especially from a B2C perspective. In this light, we sought the right enterprise mobility platform that would be exceptionally agile while empowering internal resources for mobility with high productivity

SOLUTION

- Full set of development and lifecycle modules
- Outsource personnel

TECHNICAL APPROACH

- Smartface Cloud
- Oracle Mobile Cloud Enterprise

BUSINESS BENEFITS

Our client wins prestigious award from IDC and we are now working on a global implementation strategy.