



## Less than 15 days for an enterprise - grade B2B sourcing solution for managing triple digit business for India's leading pre-owned cars ecommerce portal

### About Our Client

A next-generation eCommerce platform for pre-owned autos (cars and bikes) in India was struggling with manual B2B sales process while their C2C and C2B portal provides best experience for car buyers. They are a single stop for buying or selling used cars handling volume of over 150000+ auto sales annually. Their wide assortment of certified cars that are home delivered with a click of a button and car sellers get the best price of their vehicles in less than 1 hour.

They are on a mission is to revolutionize the way used cars are bought and sold across the world. With this in mind, they set up in 2015, and they've come a long way since then - from one single office to 205 branches across 182 major cities in India. Over 4 Lakh happy customers have used this platform since. And with continuous innovation, more partnerships, and valuable relationships with people, our client wants to keep solving problems for consumers and add ease and value to their lives.

*Demand for used vehicles has soared in India as consumers are avoiding public transport systems during the Covid-19 pandemic. The outbreak has brought huge opportunity for pre-owned auto sales digital platforms.*

*We're all for spending, but only when we see it adding value - to our employees, partners, customers, or any other stakeholder.*

## Challenges

Demand for used vehicles has soared in India as consumers are avoiding public transport systems during the Covid-19 pandemic. The outbreak has brought huge opportunity for pre-owned auto sales digital platforms.

Used car is mostly unorganized sector in India. Our client though started with C2C and C2B markets, soon realized that B2B is a major piece of the used car sales pie. All functions like Sales, Operations, and finance were designed for the C2B business which formed 80% of their revenue. To design and adopt new processes and new systems for B2B was the biggest challenge for them. Executing a plan built on a spreadsheet was a different challenge altogether.

B2B business in Used Car sales segment is an incredibly complicated business process spanning the online and offline

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world and crossing everything starting with buying from Used Car Dealers, inspection, certification and listing the vehicle on the portal.

The B2B buying cannot be cracked piece by piece in an incremental manner. It needs to be solved all at the same time. If any one piece is missing, the entire structure would collapse. This could only have been achieved using a digital solution for a full integration along with the full stack approach. It needed sweeping changes as to how they do the deal negotiations currently. In addition, they had variety of metrics to track and chase from number of inspections, % conversion, number of dealers transacted and so on.

There was no software product or solution in the market that could fulfil their needs 100%, thus they required a unique and purposeful application. With this digital transformation, their goal is to achieve agility and perfection in

their deal negotiation process with the Used cars dealers.

There were 14 complex workflows to be managed between our client and the Used cars dealers.

This leading Auto-sales platform approached Softude to advise the best solution and/or platform for automating deal negotiation process between them and their used car suppliers which was a completely human-driven and dependent process. Most importantly, they needed a speedy and cost-effective solution.

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## Impact On Business

- Increasing volumes were making it difficult to keep track of ongoing deals across the entire country for sourcing the pre-owned vehicles.
- Absence of MIS and analytics was resulting in revenue and profit loss.
- As entire process was manual and verbal, they were unable to hold anyone specific responsible and/or accountable for the poor deals

## Resolution

### Low-code – Board the digitization quickly

After a thorough assessment of the process, Softude team decided to provide our client with a lowcode development programming approach. In less than 48 hours, we were able to build POC quickly that helped them visualize how the entire application will look like and work.

They were astonished by the turnaround time and delivery of the

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service. Low-code is a software development approach that requires little to no coding to build applications and processes. We proposed a low code approach to create the solution as it makes quick turnaround and is cost-effective as well because the development time is reduced to 1/8th as compared with traditional programming approach. we embraced the task of architecting, developing and delivering the entire application in only 10 days since we knew it was achievable with low code. Had it been traditional approach to programming, it would have taken 5-6 months to architect, develop and deliver such a system. Low-code approach reduced the development time drastically and also supported the agile development methodology that our client sought for scalability. The solution removes the client's dependence on human driven and

dependent process. It also relieved their existing team from mundane tasks to let them focus on higher value jobs like defining new approaches to optimize operations. There were no issues with any of the workflow that are digitized. The delivery was pixel-perfect, owing to the low code that accomplished it.

## Resolution Impact



A very cost-effective custom solution that will manage business worth \$150+ million.



Custom solution design and development journey of 5-6 months with traditional programming approach was reduced to 2 weeks with lowcode/nocode programming approach.



Entire solution costed them 1/10th of the investment that they would have made on traditional software development approach.



No hassles of hosting, maintaining the servers and other infrastructure.



Highly affordable cost of application management and maintenance.



100% scalable application to incorporate enhancement and future requirements.

## Testimonial



Softude`s approach to addressing our digital requirement has been top shelf . From context gathering to development from the scratch, the turn around time was 7 days saving 3-4 months typically. Very professional indeed. I would recommend them anytime in case you are commencing your digital journey.

**KAPIL KALRA**  
Sr. Manager, FP&A



## About Us




Softude (previously Systematix Infotech) is a global IT consulting and services company with expertise in architecting digital transformation solutions and providing software product engineering services. Softude is dedicated to creating innovative and interactive digital experiences that connect people to the brand. These software solutions that are used across 30+ countries are engaging audiences in-venue, on the web, and on personal mobile devices. With a highly competent and trusted team of 378+ employees, Softude delivers digital brilliance that accelerates digital-first journey of brands

The company is a CMMI Level 3 appraised, ISO 27001:2013, and a Great Place To Work For Certified.

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