

Automotive OEM optimizes service center operations using predictive analytics

Industry

Automotive IT and Connected Systems

Location

India, Asia Pacific

Solution

Intertrust Platform™

Introduction

The customer is one of the world's largest automakers, with a majority market share of passenger cars in India—and a total production capacity of 1.7M cars annually. They were the first automaker in India to launch a call center for customer service as well as internal use. Besides being an auto manufacturer, they also have subsidiaries in insurance services for brokers and a service operations business unit.

The challenge

The organization owns or franchises thousands of post-sales service centers providing repair and diagnostic services. They needed a way to comprehensively leverage business and external data, like weather and traffic patterns, to enrich their internal order frequency forecasting and better predict customer demand. This involved layering their existing service history data layers with structured weather and traffic parameters.

The company also wanted to use their vast existing datasets, from over four decades of operation, to create new data-driven business models.

They need to collaborate with many third-party integrators and analytics providers who need secure, role-based data access, while honoring all data governance, regulations, and compliance. This needed to happen in a trusted data exchange ecosystem to leverage business insights in a secure workflow.

The solution

The Intertrust Platform™ is a trusted data exchange ecosystem that enables protection of the entire ecosystem from the source of data generation (devices), to where it is consumed (applications).

The customer turned to Intertrust Technologies to help create a trusted data exchange ecosystem, which doubles down as a secure environment that helps them to collaborate with third-party firms to develop applications. The trusted data exchange also allows the automaker to solve problems of forecasting by providing a platform for layering data with existing sales and service data.

The Intertrust Platform facilitates secure data exchanges and collaboration between businesses and partners, allowing them to secure, govern, and monetize their data, across any cloud service or infrastructure.

The results

Intertrust Platform

The Intertrust Platform enabled solution acts as a layer over each of the customer's on-premises and cloud-based data assets, giving them an unfettered, integrated access to every data store in the organization.

No Data Warehousing

The deployed platform has aided robust in-house application development using the full scope of data and IT assets of the company without having to commission a full-fledged data-warehousing or another data management setup.

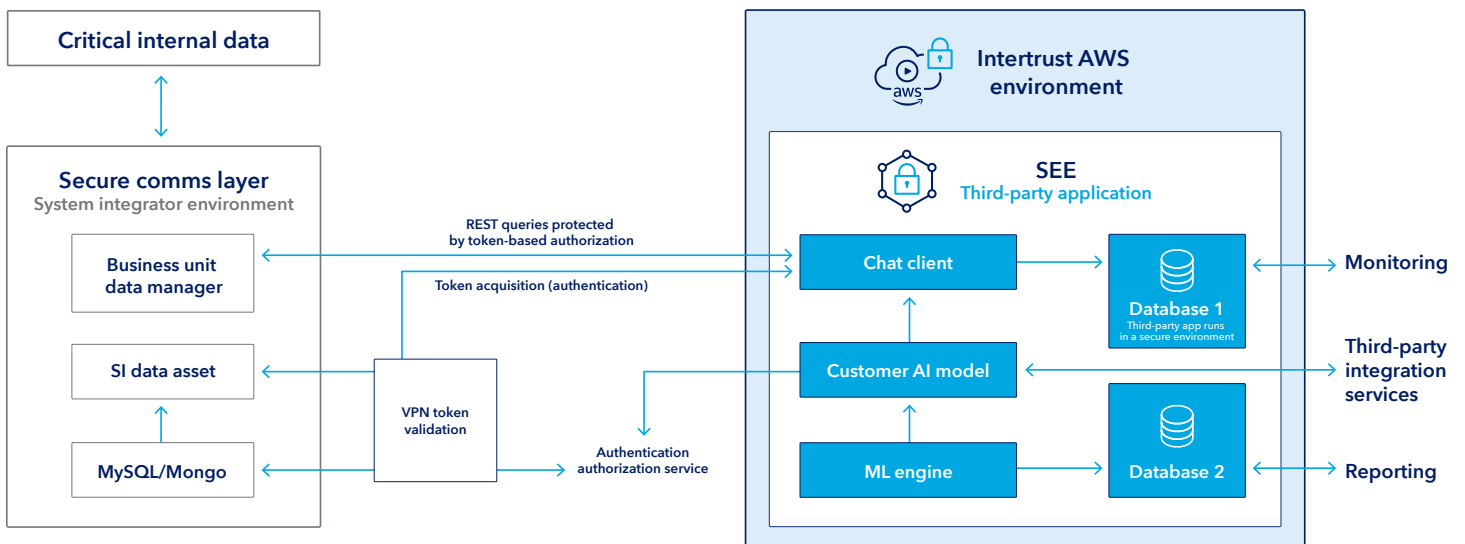
Secure Environments

The Intertrust Platform enabled the customer's organization to gain full control over the entities involved in sharing and using internal data, all the while ensuring that all entities adhere to the organizational data governance and access management policies, with full audit capabilities.

The Intertrust Platform helped the organization to overhaul how they view and perceive data, by removing the organizational policy and security barriers in a way that conforms to even the stringent regulations.

Such fluidity in data flows equips the organization to become more resilient in in-house application development and using more of their data to drive mission-critical decisions.

This not only transforms data security practices, but also brings about a revolutionary change in the organization's data operations practices.



intertrust®

Building trust for
the connected world.

Learn more at: intertrust.com/platform
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