

MOBILE APP DELIVERS A SEAMLESS EXPERIENCE FOR AUTOUPLINK TECH

AUTOUPLINK TECH BACKGROUND

Since 2001, AutoUplink Tech has been bridging the gap between automotive retailers and their customers, through web and native software applications. By allowing clients to manage interactions with their customers, AutoUplink Tech helps dealerships deliver an unmatched customer experience as well as improve customer acquisition. AutoUplink Tech decided that it was time to take their large legacy platform mobile. But how? They already had a great system in place; however, they needed additional resources to build a mobile version that could still support the unique needs of their clients. Their platform needed a mobile frontend that could talk to it, as well as a long list of customer needs that the application must meet. While AutoUplink Tech has a skilled team of developers, mobile was foreign territory. Acrowire was selected for our expertise and proven success in both mobile application development and project leadership.

THE APPROACH

When the project was initiated, the project team faced the question of whether to build an iOS app, an Android app, or both. Through our evaluation, we found that AutoUplink Tech did not specifically need features like GPS, accelerometer or barcode scanning that necessitates a native app; they simply needed a platform that could be accessed on a mobile, touch-enabled device. Given this information, it was determined that a mobile web application would meet all their requirements and drastically reduce the total cost of ownership (TCO) by maintaining one code base. Responsive web applications can be accessed anywhere with an Internet connection and from any device. To provide a foundation for this mobile front end, we created and implemented an extensive REST API that exposed every feature the system supports, as well as the attributes and data needed to carry out these procedures.

THE OUTCOME

Acrowire brought a seasoned skillset of senior resources to the table which enabled us to streamline and reduce complexity in the existing backend framework. There were some very fragile programs running together in different languages that were not meant to talk to one another, and their development team was busy managing the instability. Acrowire demonstrated analysis capabilities that allowed us to submerge ourselves in their business systems and processes in order to construct the most effective plan of attack. Through a simplistic agile methodology, Acrowire was able to work through the process efficiently while gaining valuable feedback along the way to ensure satisfaction. Along with our analysis capabilities, Acrowire also provided exemplary project management capabilities. We did not just build an application that worked seamlessly on any platform – that's easy. We mapped out the entire journey and guided AutoUplink Tech through each step of the build. Our project leadership, expert talent and process-driven solutions created a sustainable solution for AutoUplink Tech.



PROFILE



CLIENTS

2000+
AUTOMOTIVE RETAIL

INDUSTRY

Technology

FOOTPRINT

National