

# CASE STUDY

PROBLEMS WE SLOVED

CLIENT

SAAB

[WWW.THESAABSITE.COM](http://WWW.THESAABSITE.COM)

[WWW.MANTRALABS.TECH](http://WWW.MANTRALABS.TECH)



# 01 Digital user interface for a leading automobile company

The SAABsite is an automobile parts e-commerce website. They specialise in SAAB auto parts however also have web properties catering to other automobile makers. The main business is to sell parts for automobiles and provides tutorials on part replacement.

The SAABsite worked with Mantra to reinvent their web properties to be aligned with new markets, new technology and a new generation of users.



theSAABsite

# 02 CLIENT'S CHALLENGES

Mantra Labs analysed the SAABsite web properties and found the following issues that were highlighted to the company.

- Web portal was not user friendly.
- The e-commerce platform lacked features like tracking order history for users making reordering difficult.
- No availability of mobile application
- Website was not designed for mobiles.
- The underlying frameworks for development were very old and hard to maintain.
- Lack of other automobile brand options in web properties for the SAABsite.

# 03 OUR SOLUTIONS

We partnered with SAAB and worked on all fronts of the challenges their web properties faced. We worked on both the frontend and backend of their existing website. This was done with close collaboration with SAAB in defining the right requirements for the new interface. We started with developing the website based on the new frameworks to not only support new technologies but make it more manageable.

Mantra Labs was able to quickly ramp up a dedicated team of engineers with deep expertise in the required technologies, delivering outstanding results in every phase of the project.

# 04 OUR SOLUTIONS

## DevOps Solution:

We implemented a DevOps transformation program for the client and helped them deliver new business capabilities quickly, **improved efficiency** and **lowered operations cost**.

- Transition to Lavarel PHP framework for new tech integration and code maintainability
- Secure code review process
- Increase code reusability for easier maintenance.

# 05 OUR SOLUTIONS

## **Web Interface Improvement:**

- Developed a user friendly web interface
- Added web portals for other brands like Audi, Benz, mini cooper
- Developed a web portal to sell auto parts on amazon

## **Developed Android and iOS applications:**

Mantra Labs significant experience in developing and testing mobile applications helped it conduct an in-depth analysis to propose a timely resolution to the major challenges.

# 06 BUSINESS BENEFITS

- The SAAB site reported increase user engagement levels and sales for the website after the changes.
- Mantra Labs saved **40%** of the cost for the customer during the development lifecycle for maintaining their web properties.
- Our DevOps solution improved efficiency, helping the client leverage new business capabilities quickly.

THANK YOU

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