

Enhancing Connected Vehicle Services with a Unified Digital Platform



CHALLENGE

Customers accessed multiple disconnected applications to manage vehicle subscriptions and connected services. The client needed a seamless digital experience that unified subscriptions while integrating with existing enterprise systems.

CONNECTED VEHICLE EXPERIENCE PLATFORM

Built a unified subscription management platform using Adobe Experience Manager, integrated with enterprise billing and customer systems. The solution simplified service management while enabling seamless content updates and scalable digital experiences.

SOLVED FOR A GLOBAL SCALE

Created a single platform for managing connected services and subscriptions across multiple vehicle models. The solution improved customer engagement, reduced maintenance effort, and accelerated the rollout of new digital services.

IMPACT

Direct Benefits

129K

Connected Vehicles Enabled

99K

Active App Users

8

Vehicle Models Supported

Contributing to

**Digital Customer Experience
& Subscription Management**

Connected Vehicle Services