

Case study:



Background

With more than 25 years experience in the Automotive industry, Blackpurl have become one of the leading systems providers to the industry helping dealers, distributors and manufacturers alike improve their business efficiency and have greater insight into their customers. They have achieved this by creating software that provides access to data through new apps, intuitive user experiences, pay as you go prices and a host of innovative features that are replacing out-of-date dealer management systems.

The Challenge

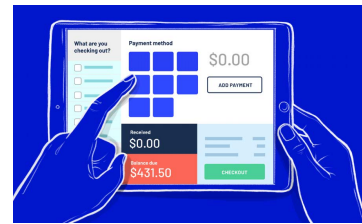
Blackpurl had recognised a number of issues with the majority of software in the market place:

- Based on old technology
- Non-intuitive user interfaces
- Lack of internationalisation
- Longer time to deploy, upgrade and train

The company envisioned a new system based on the following must have characteristics :

- Be "On Demand", no recruitment costs in spinning up environments for new customers.
- Zero "Customer Support" required to operate the system.
- Per Product & Per Service revenue accounting
- Create dealership as a Social Entity
- Ability and capacity to go viral
- Raise level by serving DMS as a platform

Their challenge was how to develop this system without the resource and expertise in-house to achieve these goals in the timescale needed.



The Solution

Blackpurl identified Metacube as the right partners who brought the technical expertise and resource that would have taken Blackpurl a considerable time to recruit, not to mention cost. Metacube enabled Blackpurl to bring their vision of a cloud enabled, user-oriented and workflow-driven social experience based DMS, to reality.

Developing the product using agile principles allowed Blackpurl to incorporate new features as well as feedback from their customers even at later stages without disrupting the overall schedule. All of Metacube's work was behind the scenes

The Result

Metacube helped Blackpurl to make its digital transformation vision a reality by:

- Providing Salesforce Platform expertise
- Delivering Disruptive Innovation using Agile Principles
- Translating client business requirements to a Minimal Viable Product
- Achieving end to end integration with pro-market accounting services providers like MYOB, Quickbooks Online and XERO.
- Supporting Client specific integrations to serve specialized needs.

The solution delivered 100% feature set targeted for MVP that helped timely launch of the product with customer Onboarding time reduced from weeks to 24 hrs.

"We knew there was a big opportunity to develop a new app that was easy to deploy and use friendly but we didn't have the resource to complete the development within the timescales needed to maximise the market potential. Metacube gave this resource, not to mention additional expertise and meant we got our app to market in time to see the results." - Keith O'Brien from Blackpurl

