

Smartface

Customer Success Story: Renault

MOBILE TRANSFORMATION WITH
SERVICE 4.0: AN INDUSTRY 4.0 INITIATIVE

WITH ORACLE MOBILE CLOUD
AND SMARTFACE CLOUD



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ORACLE Gold
Partner

CUSTOMER SUCCESS STORY

Renault – Service 4.0

INFO

Client:

Renault MAIS

Project:

Project R.S.

Project Leader:

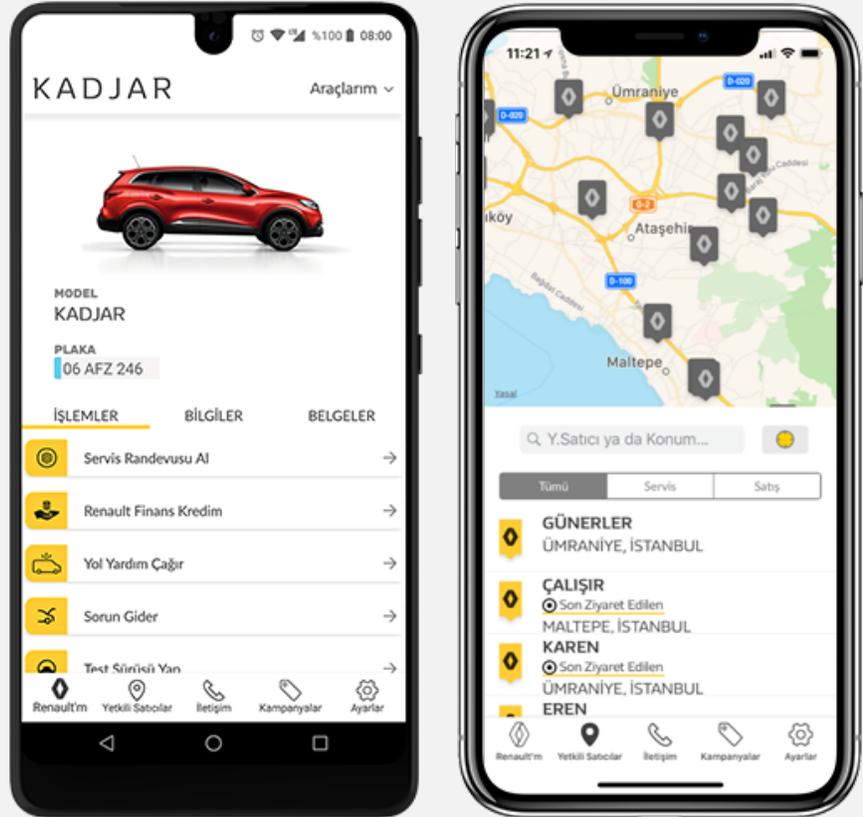
Oguzhan Yildiz,
CIO

Smartface Scope:

Full set of
development and
lifecycle modules

Oracle Scope:

Oracle Mobile
Cloud Enterprise



Industry 4.0, as the name goes, is the fourth industrial revolution and indeed provides a revolutionary approach and mobile transformation in Industry 4.0 requires a **highly agile and adaptable mindset**.

Renault MAIS is one of the largest automotive companies in Turkey and the market leader in consumer vehicles for almost 20 years. Being the longstanding market leader has its unique challenges and Renault manages to keep this title with excellent customer service and continuous innovation.



OVERVIEW

In Renault, we have a number of digital transformation initiatives not to protect ourselves from market disruption, but actually to be that disruptor itself.

As we have more than 200 sales and service points with a sizable customer base across a large geographical area, mobility is the forefront of digital transformation.

Our objective is to mobilize all essential processes, for all target audiences whether it is B2C, B2B or B2E.

CHALLENGE

Renault is fully embracing Industry 4.0 end-to-end from production to aftersales and this commitment requires an agile enterprise and an agile team. The challenge is that such a team must be equipped with the right tools that can keep up with the pace of change.

This is even more critical in mobility as the market is highly dynamic, especially from a B2C perspective. In this light, we sought the right enterprise mobility platform that would be exceptionally agile while empowering internal resources for mobility with high productivity.

Oguzhan Yildiz, CIO (on the left, receiving the Best SaaS Project of the Year award from IDC) explains their mobile transformation journey with Smartface and Oracle:

SOLUTION

Many platforms claim that they meet our needs but being an actual Industry 4.0 enterprise is highly demanding and we cannot make any compromises. Therefore, we selected Smartface Cloud with Oracle Mobile Cloud Enterprise as our enterprise mobility and mobile backend solution.

Some things that Smartface and Oracle claims sound so good that it is unbelievable at first, but we had the chance to experience them in person in an actual large-scale project and we are now working with Smartface and Oracle in all of our mobility initiatives.

RESULT

In a very short time, we produced visible and successful results with Smartface and Oracle, enabling us to realize the full value of mobile transformation.

We received a prestigious award from IDC and we are now working on a global implementation strategy.

We expect a notable productivity increase in service processes as well as a higher level of customer satisfaction while being able to increase engagement with an ongoing mobile presence. Thanks to Oracle MCE, we can work with any backend whether it is Oracle EBS or Oracle Cloud Apps.

What's more is that our gains were not just about some business metrics or mobile transformation. With an enterprise mobility platform in place, we also achieved a mindset shift towards a more agile product, project and change management culture.

We are able to work in a multivendor, multilocation and multiproject environment in a highly sustainable and productive manner with reduced dependency on specific people or parties.

WHY SMARTFACE WITH ORACLE

Oracle Mobile: Build Better Mobile Apps Faster Smartface Cloud: Enterprise Mobility in the Cloud

Smartface Cloud and Oracle Mobile Cloud Enterprise provide a fully cloud-based, continuously integrated environment with agile and flexible mobile app development, mobile app lifecycle management and fundamental mobile services such as analytics, authentication and high-performance mobile backends. With Oracle and Smartface, it is possible to develop native iOS and Android applications and mobile backends just with JavaScript knowledge and centrally manage all enterprise mobility processes.

Below are some of the reasons why Smartface is selected in Renault:

- A real “enterprise mobility platform”, not just another “development framework”.
- A partner in Renault’s Industry 4.0 efforts with an enterprise mindset, not just another software vendor.
- To enable Renault to focus on their core business and not worry about updates, maintenance and the like during the lifecycle of the platform itself as well as the mobile applications that they produce.
- To keep everything standardized and coordinated within the team and the enterprise, also covering the third parties.
- To have a platform in line with their cloud ambitions for the highest agility and productivity.

