

Website Redesign for Automobile Manufacturer

PROJECT DETAILS

📁 Web Development

📅 May. 2010 - Ongoing

💰 \$200,000 to \$999,999

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PROJECT SUMMARY

Insigma Hengtian Software was tapped by an automobile manufacturer for their web design skills. Their task is to redesign the client's website by making it look more modern and improve its overall performance.

PROJECT FEEDBACK


Insigma Hengtian Software's efforts have had a great impact on the business – for instance, the client's site now ranks atop of Google search results. The team leverages their extensive knowledge and expertise to deliver quality and timely work. Also, they're always willing to adjust when necessary.



The Client


Introduce your business and what you do there. What does your business do and what is your role at your company?

Honda is top 100 in the fortune 500 companies in the world. I was Web Services Manager and the creator of the WSI (Web Service Infrastructure). Under the direction of the corporate E-Business Committee, I led the WSI team to refresh the suite of websites to become the best in the industry.

 **Darren Wheatley**
Former Web Services Manager,
Honda

 **Automotive**

 **501-1,000 Employees**

 **Melbourne, Australia**

The Challenge

What business challenge were you trying to address with the vendor? What is the main reason you hired the service provider?

Our company's old website had been live since 2008, which had many deficiencies compared to the latest user demand. With the company growth and technology development, we were in an urgent need to redesign the website to create a modern and exciting communication platform for serving client's rich media and content to the community.

We were looking for vendor with cost efficiency, strong technology and good quality.

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 4.5

Cost: 5.0

Would Refer: 5.0



The Approach

What was the scope of their involvement?

Inigma Hengtian was firstly engaged with our company in two projects in 2010 to provide after sales services to our customers and improve the Motorcycle & Power Equipment website. Since then, Hengtian's cooperation with our company has deepened. Hengtian helped build new features into the website and carried out a few major updates of the website. In another project, Hengtian helped build a dealer management system which was a big achievement too.

Hengtian replaced the old IBM solution with the combination of Microsoft technology and open-source solutions. N tiers architecture was used to reduce the development cycle and cut cost. In addition, the new platform was developed to support e-business, and integration with multiple applications.

The main advantage of working with Inigma Hengtian was their ability to actively contribute to the projects they worked on, not just blindly generate code. Their ability to think about the overall solution and provide affective feedback cemented their worth and ensured a long and fruitful relationship.

From the service provider's company, what is the team composition?

There are 5~7 team members on average and 17 at peak time. Their roles include Project Direction, Project Management, Architecture, Analysis, Team Leadership, Development, testing and quality control.

How did you come to work with the vendor?

I was cooperating with Inigma Hengtian prior to joining this company. Based on our previous engagement, I recognise Hengtian's excellent delivery capabilities and trust them to bring benefits to our company.



What is the status of this engagement?

I left the company in 2019 but I understand the partnership is still ongoing and Inigma Hengtian continue providing the service. I will be seeking to engage with Inigma Hengtian again in the future.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

A number of projects have been successfully delivered during the engagement with Inigma Hengtian. An independent third-party institution evaluated the major motorcycle manufacturers websites in Australia. Our company achieved 2nd position, moving up 6 positions and passing all major competitors. We also achieved rank #1 on google search engine for the keyword "Motorcycles" which was pivotal to the company.

How did the vendor perform from a project management standpoint?

Inigma Hengtian was supporting us by bring innovation, integrity, intelligence, and expertise to our business. Services provided by Hengtian that we value are:

The communication with Hengtian was smooth with onsite visits, regular online meetings, day-to-day emails incorporated into project implementations.

What did you find most impressive about them?

They keep sight of our priorities and demonstrate a continuous willingness to adapt to our requirements. They are forward-thinking regarding innovation in technologies and take careful regard of our needs as the industry evolves.



Are there any areas they could improve?

With any outsourcing arrangement, the distance is the biggest factor. While the current structure we had in place for communication was excellent it would have been optimal if Honda had permanent on-site team members.

