

E-business Website of Top 10 Global Auto Manufacturer Gets Major Upgrade

Overview of the Client

The client is ranked among the world's Top 10 automobile manufacturers. With a global network of over 400 subsidiaries and affiliates, the client is one of the world's largest motorcycle and internal combustion engine manufacturers.

Services Provided

To accommodate its business expansion within various product lines, the client is seeking an easier way to display and sell its products online. Hengtian was commissioned to redesign its e-business website to create an interactive, enjoyable, and fresh mechanism to facilitate various media forms such as audio, video and animated graphic effects, as well as to support heavy content. To shorten the development cycle and cut costs, Hengtian combined Microsoft solutions with open source solutions and replaced the old IBM solution, thus integrating separate applications. E-business support and multiple-application integration was the core of this project.

Highlights of the Hengtian Solution

- Combining Microsoft solutions with open source solutions to replace the IBM solution
- Integrating Salesforce for improved customer management
- Fully utilizing Web 2.0 and HTML5 technologies to improve interactivity with users
- Integrating third party applications for address services, payment gateway services and logistics
- Integrating Eloqua for automatic marketing

- Using Alicebot and Semantic Web for advanced search
- Integrating Google Maps for navigation
- Integrating Facebook, Twitter, Google Plus and YouTube for news publishing
- Implementing e-business functions to increase sales performance and cut costs
- Improving the user experience by enhancing UI

Voice of the Client

"The company is very happy with your quality of work, and I am personally very thankful for the excellent job you are doing."

—Client Project Manager