



Modernizing Mercedes Benz Egypt On-Prem Infrastructure & Applications on Azure



Mercedes-Benz

Mercedes-Benz, the global vehicle manufacturer and seller, is known for the outstanding contributions in IT field. With its recent announcement of a new generation of application-based products and services that will seamlessly reshape customer experience, the company needed to reexamine its digital touchpoints and internal systems. After deep monitoring and analysis of IT infrastructure and running operations, the giant entrusted Link Development to lead the journey from refreshing its portal, to moving on-prem solutions to Azure to enjoy the benefits of performance, scalability, flexibility and cost-effectiveness.

Customer	Mercedes Benz
Industry	Automotive
Solution	Mercedes Paas on Azure
Technology	Azure, Open Source

Mercedes-Benz, the Automotive Tycoon

Mercedes-Benz is a German global automobile giant and a division of Daimler AG. The brand is known for luxury vehicles, buses, coaches, and trucks. The headquarters is in Stuttgart, Baden-Württemberg. The name first appeared in 1926 under Daimler-Benz. In 2018, Mercedes-Benz was the biggest selling premium vehicle brand in the world, selling 2.31 million passenger cars.

Modernization & a Promising Digital Partnership

In opting for digitally transforming their business and better serve customers, Mercedes-Benz needed to capitalize on the merits of cloud computing and recraft its customer-facing portal while providing powerful backend management. The applications were to be modernized and refreshed to leverage the benefits of PAAS (App Services & Azure SQL) features on Azure.

Link Development was selected as Mercedes partner of choice.

Online Portal UI, Security & Accessibility

Link Development delivered a comprehensive solution including a robust online portal that provides a new visually-appealing interface for Mercedes customers. To create unique and consistent experiences, Link Development adopted creative use of web technologies without jeopardizing portal visitors time or privacy.

The authentication processes were carefully implemented to ensure secure access to the system and provide coherent security management across the whole portal platform with a consistent role-based user interface and object model for assigning permissions on objects. Making it easier to manage user rights and group rights throughout the system.

The portal provides security for websites, lists, folders, or items by determining which users can perform specific actions on a given object. The authorization process assumes that the user has already been authenticated, which refers to the process by which Portal identifies the current user.

Unified Services Catalog

A team of technical geeks at Link Development implemented a unified services catalog to enable portal users as well as Service Price Calculator Applicants to get the total price of the selected service in no time only through five steps. Service price calculation is based on multiple attributes defined by the applicant including contract type, service type, contract period and mileages.

Through service price calculator, portal users have a flawless experience while choosing the right contract for their car allowing Service Price Calculator Applicants to calculate Service Price Contract Types (Routine Service/ Routine Service Plus) as well as calculating Warranty Plus Service Prices.

Powerful Backend for Management and Configurations

The solution covers all dimensions of a comprehensive software by allowing the permitted Mercedes representatives with administration permissions to access the portal's backend and perform needed administrative operations to support the functionality of the frontend portal features.

Authorized portal administrators are privileged to have full control over:

- Service catalog information
- Service category settings
- Car model and type
- Mileage
- Contract period
- Mercedes authorized dealers and locations
- The importing of service prices list
- Tracking history of submitted requests

Mercedes Journey from On-Prem Software to Cloud Computing

There was a huge need to modernize Mercedes applications and get the benefits of the PAAS (App Services & Azure SQL) features on Azure.

With Link Development technical help and solutions offerings to get the optimal benefits of App modernization with Azure, the brand could accomplish marvelous benefits that have more likely exceeded potential expectations.

The evolution journey landed to exceptional destination and Mercedes got an immediate ROI upon software implementation.

The Benefits:

- High-performance, modernized infrastructure and applications
- Total cost reduction:
- Better agility and scalability
- Improved security and performance