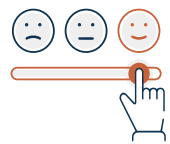




The Outcome



ENHANCED DEALER EXPERIENCE

and satisfaction across 170+ dealerships



ACHIEVED 99% ADOPTION

across all dealerships through advanced technology modernization



INCREASED REVENUE GROWTH

by strengthening PD partnership

AUTOMOTIVE

Inventory Management Solution Integration

A leading automotive original equipment manufacturer (OEM) aimed to integrate their best-in-class inventory management solution with their largest private distributor (PD) to better align the brand's holistic digital customer experience strategy. This migration would streamline and improve the digital experience of dealers and customers, providing real-time new and used dealer inventory listings across the nation.

Two Roads helped establish and lead the program from planning and requirements definition to product development management, all the way through dealer pilots and launches. The team acted as a trusted liaison between the company and PD, supporting agile product development, incident and escalation management, and delivery timelines. Product strategy leadership helped incorporate the voice of the customer while aligning with the corporate digital strategy. Strong project management, planning and governance, and relationship management were key in overseeing the complexity of such a large IT initiative across two business entities as well as their business and technical stakeholders.

Throughout the program lifecycle, the consulting firm managed integrated planning to ultimately transform and deliver a modernized solution that unlocks new business capabilities and growth opportunities. This two-year program resulted in a successful rollout to over 170 dealers across five states, driving enhanced user experience, advancing technology modernization, and increasing revenue growth. The program enabled further adoption of corporate technology and strengthened the PD partnership to allow for future collaboration and combined growth.

INDUSTRY

Automotive

SERVICES

Strategy & Planning
Digital Product Innovation