



The Outcome



TRANSFORMED DEALER TECHNOLOGY

Delivered a proprietary platform that replaced off-the-shelf solutions, streamlined dealer operations, and created a competitive in-house advantage.



ENHANCED FRANCHISE PERFORMANCE

1,400+ dealer franchises gained efficiency, productivity, and improved satisfaction with the custom-built solution.



EXPANDED MARKET OPPORTUNITY

The new platform opened a multi-million-dollar revenue stream and positioned the client for growth into underserved segments.

Driving Franchise Productivity and Growth with a Custom Technology Platform

THE OPPORTUNITY

Automotive dealer franchises often face challenges using off-the-shelf software solutions that don't meet their unique operational needs. One leading automotive client recognized the opportunity to update its existing technology ecosystem to better support franchise efficiency, productivity, and customer satisfaction. The client set out to create a custom-built digital solution that would directly address the complexities of its +1,400 dealer franchises.

THE APPROACH

Two Roads successfully leveraged its experience with strategic planning and digital product innovation to navigate these challenges. Partnering closely with the client, Two Roads evaluated the available market offerings, identified their shortcomings, assessed the client's right to win in the market, and defined a strategy to build, roll out, and support an in-house solution with a clear market advantage. These efforts supported the product from infancy to general release, including management of the end-to-end product development, cross-functional business alignment, pilot testing, go-to-market strategy, and stand-up of a franchise support model.

Upon the successful launch of the new offering, the automotive client was able to offer its large dealer franchise network an industry-leading solution that would increase overall efficiency, productivity, and user satisfaction. The custom-built solution generated a multi-million-dollar annual revenue stream and positioned the client as a market leader, enabling expansion into previously underserved business segments.

INDUSTRY

Automotive

SERVICES

Strategy & Planning
Technology Modernization
Digital Product Innovation