Dealerware

ABOUT THE CLIENT

Dealerware Expands Internationally with Tiempo

Dealerware is a modern fleet management company for modern automotive retailers.

From loaner fleets to retail rental and subscription programs, Dealerware's connected car platform allows dealers to lower costs and enhance the customer experience in the service department. Dealerware manages tens-of-thousands of vehicles for hundreds of dealerships, working with the 10 largest automobile dealer groups and 28 OEM brands ranging from Land Rover and Audi to Mercedes-Benz. Dealerware provides a single-platform solution for cost recovery, time-saving automation and actionable data. [1]

Dealerware hired Tiempo Development in 2020 to help the company expand internationally and address some legacy issues that had become problematic with the company's impressive growth. According to Bryce Hendrix, Dealerware's Lead Platform Architect, "to internationalize the SaaS application requires more than just support for multiple languages, multiple currencies and multiple date formats. Each country has its own rules and regulations that the platform must conform to." The initial expansion is planned for Canada in early 2021, to be followed by European countries.

One of the challenges facing Tiempo was deadlines. According to Tiempo's Engagement Release Manager, Ricardo Angulo Corona, "To meet the deadlines it was clear from the start that we would have to hit the ground running. So we staffed the development project with very senior engineers that had significant experience internationalizing applications. As a result, they were able to start coding and delivering value from Sprint 0. The team completed the majority of development work in 90 days, leaving an additional 45 days to focus on testing and QA.

Preparing for **Industry Transformation**

According to Hendrix, the market is experiencing an unprecedented acceleration in digitalization and on-demand services due to Covid-19. Demand for out-of-dealership and contact-free experiences means a digital mobile-first approach to fleet management and mobility services is now table stakes. This trend fits well with the company's lineage, having transitioned from a disruptor in the traditional rental car industry with a mobile app-based solution to one managing courtesy fleet and subscription solutions for 28 different auto manufacturers. The Dealerware platform allows those dealers and manufacturers to drive profitability, relevance, and customer-centricity at the moment modern consumers demand it most.

Onshore VS Offshore VS Nearshore

Dealerware has traditionally developed software onshore, offshore and nearshore. Hendrix stated **"the same or similar time zones you get when nearshoring to Mexico are very beneficial for Dealerware. Communication is much easier, and proximity allows much tighter integration and collaboration with our Scrum Masters and Product Owners."** Hendrix continued, "Our nearshore engineers at Tiempo deliver similar quality to the US-based partners we used previously, but at a significantly lower cost. We have found the cultural alignment between the US and Mexico to be very tight."

In India, Dealerware has test automation teams working US hours but has learned that the graveyard shift is not good for retention of engineers. According to Hendrix, offshore partners tended to be less adept at turning looser requirements into solutions and differences in culture have been identified as a challenge when developing offshore.

Contracting VS Consulting

Hendrix discussed the difference between contractors and consultants. "A consultant takes a set of business requirements and can tell you the type of solution you need and the best way of doing it. A contractor can take a set of technical requirements and deliver specifically what is outlined." He admits that sometimes you need a contractor that will deliver on a set of very tight specifications. A consulting partner is much easier to work with, he surmises, and can deliver a better outcome. **"Tiempo is a developer that engages with us more like a consulting partner. Creating good outcomes becomes much easier and more predictable when you find a partner where communication and alignment comes naturally,"** concluded Hendrix.

Aligning on Development Processes

Dealerware had historically struggled with other firms on aligning development processes. Too often, suppliers have different development processes and are unable or unwilling to adapt to Dealerware's. "The way Tiempo approached agile development is very similar to Dealerware's, but they were also flexible to adapt to our nuances to improve alignment even more," stated Hendrix. Today the companies work together from planning and grooming through deployment, daily standups and two-week sprints with retrospectives.

International expansion is one of the three major strategic initiatives for Dealerware in 2021. The French version of the Android application has already shipped, and we expect MVP's on other platforms by the end of 2020.

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>
> - Bryce Hendrix, Dealerware's Lead Platform Architect

Dealerware serves three distinct audiences:

Dealerships

Dealerware's connected car platform streamlines fleet management and cost recovery for automotive dealerships. From courtesy vehicle programs to lot management, Dealerware's single-screen solution increases profitability, improves efficiency, and elevates the customer experience by:

- Reducing contracting time by 90%
- Automatically capturing and recovering costs
- Locating vehicles easily across multiple lots with real-time GPS location
- Enabling pickup and delivery services
- Unlocking new revenue with extended test drives and retail rental

Dealer Groups

Dealerware's connected car platform rolls up a dealer group's entire dealer network on a single platform to offer a consistent, modern experience that reduces costs and improves the experience for customers and users alike.

- Actionable insights to improve performance across the entire group
- Identifying centers of excellence within the group
- Automatically capturing and recovering costs
- Improve utilization

OEMs

Dealerware's connected car platform drives fleet program performance and elevates the customer experience by providing modern, digitally-enabled mobility services. From courtesy and rental vehicle programs to lot audits, Dealerware's single-screen solution increases profitability and improves efficiency enabling digital transformation at scale.

- Actionable data that drives fleet performance
- Testing and scaling new mobility programs
- Aggregating view of all program vehicle KPIs
- Proven to increase CSI
- Best in class support for your dealer network

About Tiempo

Tiempo is widely recognized as one of the leading software engineering companies in the US. Using a combination of nearshore engineering resources, high-performance teams and relentless focus on client outcomes, Tiempo designs, builds and deploys software that makes lives better.

Tiempo is headquartered in Tempe, Arizona, with four world class software development facilities in Mexico. Tiempo has been recognized annually by Inc. Magazine as one of the Fastest-Growing Private Companies in America.

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