

## SUCCESS STORY

# Field Fix Portal (FFP) 2.0

## Transforming Global Vehicle Quality Campaign Management

Company Name

**FUSO**

Industry

**Automotive**

Location

**Japan**

Impact

**Turning fragmented global quality operations into one connected, governed enterprise process.**

Application

**Field Fix Portal (FFP) 2.0**

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## A CASE STUDY

Creating a unified digital operating model for managing complex Field Fix campaigns across markets, teams, and enterprise systems.

### Background

MFTBC manages service campaigns, recalls, and Field Service Bulletins across international and domestic markets. These activities involve multiple business teams, approval levels, regional operations, and enterprise applications, making campaign execution dependent on manual coordination and disconnected processes.

Cubastion developed FFP 2.0, a centralized enterprise platform that digitizes the complete Field Fix lifecycle—from campaign creation and approvals through regional distribution, execution, and reporting. The platform supports both International and Japan-specific processes while integrating with the existing enterprise ecosystem.

### Problem Statement

The existing Field Fix process relied on multiple disconnected applications, offline documents, spreadsheets, and manual communication. Campaign information was distributed across systems such as FALCON, D2S, FORCE, and ASCENT, resulting in repeated data entry, manually generated campaign identifiers, offline approvals, separately prepared regional documents, and limited visibility into campaign progress.

MFTBC required a unified platform capable of transforming this fragmented process into a single, governed digital workflow. The solution needed to automate campaign creation and approvals, integrate enterprise applications, generate business documents, intelligently distribute campaigns by region, maintain role-based access and traceability, and support both International and Japan-specific operations within a common governance framework.

## Challenges Faced

### Business Challenges

- Fragmented Campaign Processes**  
 Campaign activities were spread across multiple applications, documents, and manual processes, resulting in duplicate effort and inconsistent information.
- Complex Governance**  
 Campaigns required multiple levels of approval across Quality Management, Customer Service Headquarters, Regional Centers, and General Distributors.
- Global Execution Complexity**  
 Campaigns affecting vehicles across multiple countries required accurate vehicle identification, regional allocation, and market-specific execution.
- Limited Operational Visibility**  
 Teams lacked a centralized view of campaign progress, regional execution, and overall operational status.

### Technical Challenges

- Legacy Data Migration**  
 Historical campaign information had to be consolidated, validated, and migrated while preserving data integrity across 638,000+ VIN records.
- Enterprise Integration**  
 The new platform needed to integrate with FALCON, D2S, FORCE, and ASCENT while preserving the existing enterprise ecosystem and avoiding repeated manual data updates.
- Complex Workflow Engineering**  
 An eight-stage approval process spanning multiple business functions needed to be digitized with role-based access, workflow controls, traceability, and auditability.
- Global Scalability & Security**  
 The platform needed to support International and Japan operations, multilingual users, regulatory requirements, and high volumes of campaigns, VIN records, documents, notifications, and analytics.

## Solutions

- Unified Field Fix Operating Model**  
 Re-engineered the fragmented campaign lifecycle into a single, role-driven digital workflow connecting campaign creation, approvals, regional execution, and closure.
- Intelligent Regional Distribution**  
 Built VIN-driven regional intelligence that validates affected vehicles, maps them to countries and regions, and automatically routes relevant campaigns, VINs, and documents to the responsible teams. This enables centralized governance with decentralized execution.
- Enterprise Integration Hub**  
 Positioned FFP as an orchestration layer connecting FALCON, D2S, FORCE, and ASCENT, enabling information to flow between existing systems without repeated manual entry.
- Automated Campaign Execution**  
 Automated campaign code generation, document creation, workflow routing, notifications, and data synchronization to reduce repetitive administrative coordination.
- Controlled Legacy Transformation**  
 Migrated and reconciled historical campaign data through multiple validation cycles, including more than 638,000 VIN records, before production deployment.
- Incremental Enterprise Delivery**  
 Delivered the platform incrementally across Development, QA, Staging, and Production, with continuous business validation and iterative refinement before go-live.

## Business Outcomes

### Vehicle Data Migrated

**638K+ VINs** Migrated historical vehicle records while preserving campaign information and data integrity.

### Operating Models

**2 Markets** Enabled International and Japan-specific Field Fix processes within a common platform and governance model.

### Campaign Management

**1 Platform** Unified campaign creation, approvals, regional distribution, documentation, tracking, and reporting within a single enterprise platform.

## Key Areas of Expertise Demonstrated

- Enterprise Workflow Engineering**  
 Designing complex, multi-stage business workflows that translate organizational processes, approval hierarchies, & governance requirements into scalable digital platforms.
- Intelligent Process Automation**  
 Automating high-volume operational activities to reduce manual coordination while improving consistency, traceability, and execution accuracy.
- Enterprise Integration Architecture**  
 Connecting modern applications with existing enterprise ecosystems to create seamless information flow without requiring replacement of core business systems.
- Global Operating Model Transformation**  
 Designing platforms that accommodate regional variations within a common enterprise framework, enabling centralized governance alongside localized execution.
- Legacy Data Transformation**  
 Managing complex data consolidation, validation, reconciliation, and migration programs while preserving historical business information.
- Enterprise Application Engineering**  
 Building scalable, modular, and secure enterprise platforms capable of evolving with changing business, regulatory, and operational requirements.

### Enterprise Connectivity

**4 Systems** Connected FALCON, D2S, FORCE, and ASCENT through a unified operational workflow.

### Approval Workflow

**8 Stages** Digitized a multi-level approval process across Quality Management, Customer Service, Regional Centers, and General Distributors.

### ABOUT CUBASTION

Cubastion helps global companies run their mission critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across platforms. Some of the world's largest companies and Indian Public Sector Undertakings trust Cubastion to deploy services to drive new levels of performance, competitiveness, and customer experience.

Over 18 years, Cubastion has built solutions that impact over 500+ million people around the globe working in different demographics across different cultures. Learn more about Cubastion at [www.cubastion.com](http://www.cubastion.com)

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