

SUCCESS STORY

FUSO Artemis

Engineering the Digital Separation
of FUSO's BUS Business

Company Name

FUSO

Industry

Automotive / Commercial Vehicles

Location

Japan

Impact

**Enabling a seamless digital separation
for an independent BUS business**

Application

Dealer Operations

Contact Us: solutions@cubastion.com

A CASE STUDY

Separating a business from a shared enterprise landscape while building the digital foundation for independent operations.

Background

A Business Separation with Technology at its Core was central to FUSO's Project Artemis, which was initiated to establish NewCo as a separate BUS business, with responsibility for BUS New Vehicle sales while SC continues to manage aftersales.

Because the BUS business was deeply embedded within FUSO's existing applications, infrastructure, and enterprise ecosystem, the organizational separation required a corresponding transformation of its technology landscape.

Cubastion was engaged to create the technology foundation needed to support this new operating mode.



Problem Statement

How to Separate a Business Without Separating it from the Enterprise was a key requirement of Project Artemis, which meant giving BUS its own technology boundary while preserving the enterprise services and connections that the business still depended on.

This required determining what should move, what should remain, and what still needed to connect across applications, data, infrastructure, and interfaces, while preparing the new environment for uninterrupted BUS sales operations.

Solutions

Rather than treating Artemis as a Siebel migration, Cubastion approached it as a business-to-technology separation program.

➤ Target-State Architecture

Defined the future BUS technology landscape and mapped requirements and dependencies between the existing shared environment and the target state.

➤ Cloud Foundation

Established the dedicated Artemis OCI tenancy, including the required infrastructure, IAM, security, networking and environments.

➤ Application Modernization

Delivered the Siebel upgrade and established the dedicated BUS FORCE application environment on OCI.

➤ Business Data Strategy

Developed migration tooling and a selective migration strategy based on business relevance rather than moving the entire shared dataset.

➤ Integration Continuity

Redesigned the required interfaces and connectivity around the new operating model, including Siebel-KB integration.

➤ Transition Readiness

Progressed testing, migration, connectivity and production preparation together to reduce transition risk ahead of Day 1.

Business Outcomes

Digital Foundation

NewCo A dedicated technology foundation established for the new BUS operating model.

Bus-Truck Boundary

Clear A clear Bus-Truck boundary is required across applications, while retaining the enterprise services and connections that BUS continues to depend on.

Challenges Faced

• First-Time Technology Transformation

FUSO's first Siebel upgrade and OCI implementation had to be delivered as part of the same transformation.

• Complex Business Data Dependencies

Only the data relevant to the new BUS operation could be moved, while critical transactions and dependent master data had to remain usable.

• Shared Enterprise Dependencies

The new BUS environment had to coexist with existing SC and FDP environments and retain required enterprise connectivity.

• New Business Identity

NewCo required a distinct dealer-code structure while existing FDP dealer codes needed to remain unchanged.

• Multiple Dependencies Moving Together

Application, cloud, migration, integration, connectivity and testing activities had to progress in parallel rather than sequentially.

Key Areas of Expertise Demonstrated

• Business Carve-Out Engineering

Turning a complex organizational separation into a workable technology model, with clear boundaries between BUS and the existing FUSO landscape.

• Mission-Critical Platform Transformation

Modernizing a business-critical Siebel environment while establishing a new operating foundation on OCI

• Complex Data & Dependency Management

Managing selective business-data separation and the dependencies between applications, transactions, master data and enterprise services

• End-to-End Transformation Execution

Bringing business requirements, application, cloud, data, integration and transition activities together under a single coordinated delivery model.

Sales Lifecycle

4-Stage The new BUS environment supports the New Vehicle journey from Opportunity → Quote → Sales Order → Purchase Order.

Business Domains

3 Priority The migration strategy addressed New Vehicle, Insurance and CMVM data required for the new operating environment.

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.

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Cubastion Consulting Pvt. Ltd.

11th Floor, Block B, Vatika Business Park,
Sector 49, Sohna Road Gurgaon
Haryana 122018,
INDIA

Cubastion Consulting Pvt. Ltd.

Kinko Building 7F 7-3
Kanagawa Ward, Yokohama,
Kanagawa 221-0056
JAPAN

Cubastion Consulting LLC

1460 Broadway New York,
NY 10036

Contact Us: solutions@cubastion.com