

SUCCESS STORY

PODHUB

Modernizing and Scaling FUSO's
Centralized Vehicle Product
Information Platform Through
Innovation and Continuous Support

Company Name

FUSO

Industry

Automotive

Location

Japan

Impact

**Enabling Real-Time Product, Sales, and Market
Intelligence Through a Unified Digital Platform**

Application

PODHUB

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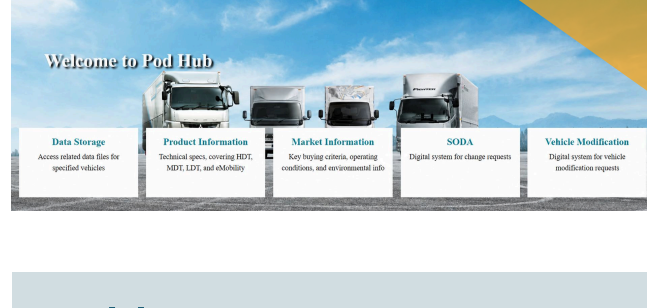
A CASE STUDY

Transforming PODHUB into a Scalable Enterprise
Product Information Platform

Background

FUSO, the commercial vehicle brand under Daimler Trucks Asia, relied on PODHUB as its internal platform for managing vehicle product data, sales manuals, market information, and change requests across business teams. Despite its broad functional scope, the platform suffered from low user adoption due to slow performance, poor usability, missing capabilities, and an over-provisioned Azure infrastructure that generated high operational costs. As a result, teams increasingly depended on manual processes and disconnected tools instead of using the platform effectively.

Cubastion was engaged to revitalize PODHUB by improving platform usability, performance, and scalability while optimizing the Azure cost footprint. The engagement also included developing missing business-critical modules, streamlining workflows, and establishing structured AMS support to ensure the platform remained stable, reliable, and continuously evolving to support FUSO's operational needs.



Problem Statement

FUSO needed PODHUB to become what it was always intended to be - a unified, high-performance platform that FUSO's teams would actually use. The challenge was to close critical functional gaps through new module development, eliminate the performance and usability barriers driving users away, rationalize an unsustainable Azure cost structure, and deliver a structured AMS framework that would ensure the platform remained stable, accurate, and continuously improving over the long term.

Solutions

Cubastion designed, developed, and continues to manage PODHUB - a comprehensive Azure-hosted platform built on a React frontend, .NET backend technologies. The solution covers three dimensions: the core platform with its modules, ongoing enhancements, and a structured AMS framework.

- 🕒 **Platform Modernization and Experience Transformation:** Cubastion modernized PODHUB to improve usability, performance, and scalability, transforming it from a low-adoption platform into a reliable business application. User journeys were streamlined, workflows simplified, and system responsiveness significantly improved to encourage broader adoption across sales, product, and business teams.
- 🕒 **Expansion of Business Capabilities :** To increase the platform's strategic value, Cubastion expanded PODHUB beyond product information management by introducing capabilities supporting sales intelligence, market analysis, vehicle modification processes, digital asset management, and change request governance. This enabled PODHUB to evolve into a comprehensive business information and collaboration platform.
- 🕒 **Workflow Automation and Process Governance:** Business-critical workflows were standardized and automated through enhanced approval processes, notification mechanisms, audit trails, and management dashboards. This improved visibility, reduced manual effort, and strengthened governance across change management and operational processes.
- 🕒 **Performance Engineering and Scalability Enhancement:** A comprehensive performance optimization initiative was undertaken across application, database, and infrastructure layers. Through query optimization, caching strategies, and architectural improvements, platform responsiveness was significantly enhanced, enabling efficient processing of large data volumes and supporting future growth.

- 🕒 **Cloud Infrastructure Optimization:** Cubastion conducted a detailed assessment of the Azure landscape and implemented infrastructure rightsizing, environment optimization, and resource rationalization measures. This reduced operational costs while maintaining system stability, availability, and performance.
- 🕒 **Enterprise Application Management and Operational Excellence:** A structured AMS framework was established to ensure long-term platform reliability. This included proactive monitoring, SLA-driven incident management, root cause analysis, security controls, data quality governance, and continuous improvement processes, enabling PODHUB to operate as a stable and trusted enterprise platform.

Business Outcomes

Azure Infrastructure Cost Optimization

55% Reduction in Azure storage, compute, and network costs through infrastructure rightsizing and optimization.

API Performance Acceleration

75% Improvement in average API response times, reducing latency from 8 seconds to 2 seconds.

Dashboard Performance Enhancement

60% Faster dashboard loading and data retrieval, enabling quicker access to business-critical information.

Workflow Efficiency Improvement

70% Reduction in manual approval effort through automated workflows, notifications, and governance controls.

Large File Management Enablement

1 GB File upload capability introduced with reliable processing and minimal upload failures.

Platform Reliability & Operational Excellence

24x7 Proactive monitoring and AMS support ensuring stable platform operations and rapid issue resolution.

The Impact

Centralized Data & Process Integration

- 🕒 Established a single source of truth for product, sales, and market data - reducing dependency on fragmented manual processes across business functions.

User Adoption & Experience Enhancement

- 🕒 Significantly improved user adoption across FUSO's sales, product, and business teams through faster platform performance, high-value modules, and a more intuitive user interface.

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 19 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

Challenges Faced

Business Challenges

● Low User Adoption and Business Engagement

Despite being positioned as the central platform for vehicle product information, sales manuals, and market data, PODHUB experienced low adoption across business teams. Users continued to rely on spreadsheets, emails, and disconnected tools due to usability limitations and lack of critical functionality.

● Limited Business Intelligence and Decision Support

The platform lacked key capabilities required for sales analysis, market intelligence, vehicle modification management, and 3D asset workflows, restricting its ability to support data-driven business decisions and cross-functional collaboration.

● Inefficient Workflow and Change Request Management

The existing SODA process lacked comprehensive approval workflows, real-time visibility, automated notifications, and auditability, resulting in manual effort, delayed approvals, and reduced operational efficiency.

● High Operational Costs with Limited Business Value

PODHUB's Azure infrastructure costs were disproportionately high compared to platform utilization and business value realization, creating concerns around long-term sustainability and return on investment.

● Lack of Operational Governance and Reliability

The absence of structured monitoring, incident management, and governance processes led to reactive issue handling, reduced platform reliability, and declining user confidence.

Technical Challenges

● Performance and Scalability Bottlenecks

Critical performance issues, including API response times of up to 8 seconds and slow dashboard rendering, negatively impacted user experience and limited platform scalability.

● Large File Management Limitations

The platform was unable to reliably support large document, media, and product asset uploads, creating operational challenges for content administrators responsible for maintaining vehicle-related information.

● Integration of New Business Capabilities into a Live Platform

Multiple new modules needed to be developed and integrated within an active production environment while ensuring uninterrupted business operations and maintaining compatibility with existing workflows.

● Data Consistency and Cross-System Synchronization

Maintaining accurate and synchronized product information across PODHUB and integrated enterprise systems required stronger validation controls, governance mechanisms, and data quality processes.

● Monitoring, Security, and Support Framework Establishment

The platform lacked proactive monitoring, structured incident management, auditability, and operational support processes necessary for stable enterprise-scale operations.

Key Areas of Expertise Demonstrated

● Enterprise Transformation of Legacy Business Platforms

Converting underutilized enterprise applications into strategic business platforms that drive adoption and business value.

● Automotive Product Information Management

Managing complex vehicle product data, specifications, documentation, and business information across multiple stakeholders and functions.

● Business Capability Engineering

Identifying functional gaps and designing scalable capabilities aligned with evolving business requirements and operational needs.

● Cross-Functional Process Digitization

Transforming manual and fragmented processes into structured, governed digital workflows spanning multiple business teams.

● Live Enterprise Platform Delivery

Delivering enhancements and new capabilities within active production environments while ensuring business continuity and minimal disruption.

● Long-Term Platform Stewardship

Providing sustained operational governance, platform evolution, and continuous improvement to maximize business value over time.

AMS Stability & Operational Excellence

- 🕒 Implemented a structured AMS framework enabling proactive monitoring, SLA-driven incident resolution, and reliable uninterrupted access to PODHUB for business users.

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