

SUCCESS STORY

QM PQR Conversational Analytics Platform

Transforming Enterprise Reporting into
Conversational Business Intelligence

Company Name

FUSO

Industry

Automotive Manufacturing

Location

Japan

Impact

**Transforming enterprise data
into trusted business intelligence**

Application

**QM PQR Conversational Analytics
Platform**

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A CASE STUDY

Empowering business users with AI-driven access to enterprise insights through natural language

Background

Mitsubishi FUSO Truck and Bus Corporation (MFTBC) manages large volumes of quality, engineering, and operational data across multiple enterprise systems to support product quality monitoring and business decision-making. As enterprise data continued to grow, accessing meaningful insights became increasingly complex, often requiring users to navigate multiple applications, understand complex data structures, or depend on technical teams to generate reports. This increased reporting time and reduced the ability of business users to independently access critical information.

Cubastion developed the QM PQR Conversational Analytics Platform, an Enterprise AI solution that enables business users to interact with structured and unstructured enterprise data using natural language. By combining conversational AI, intelligent data retrieval, automated SQL generation, semantic search, interactive visualizations, and AI-generated insights, the platform transforms traditional reporting into a secure, self-service analytics experience. The solution enables faster access to actionable business intelligence while reducing dependency on technical resources and improving enterprise-wide decision-making.

Problem Statement

MFTBC required a modern enterprise analytics platform capable of simplifying access to quality and operational data while enabling business users to make informed decisions independently. The solution needed to securely understand natural language, retrieve trusted information across multiple enterprise domains, and deliver actionable insights without requiring technical expertise or complex reporting processes.

Challenges Faced

• Fragmented Enterprise Data

Business information was distributed across multiple quality and operational systems, making it difficult to quickly access complete and reliable insights.

• Dependence on Technical Teams

Business users relied heavily on BI specialists and SQL developers to generate reports and answer routine analytical questions.

• Manual Reporting Processes

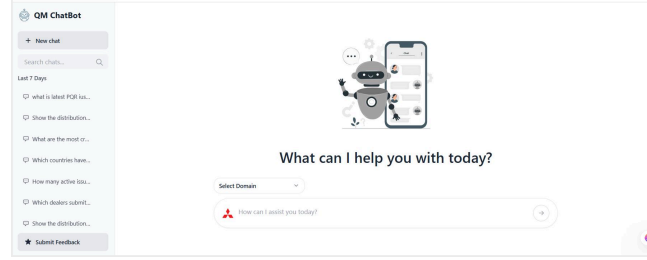
Generating reports involved multiple steps including data extraction, SQL development, report creation, and validation, increasing turnaround time.

• Limited Business Agility

Traditional reporting tools were not designed to support conversational exploration or dynamic follow-up questions during analysis.

• Enterprise AI Governance

Providing AI-driven analytics required secure data access, explainable responses, and strict adherence to enterprise governance standards.



Solutions

🕒 Conversational Business Intelligence

Developed an AI-powered analytics platform that enables business users to retrieve enterprise insights simply by asking questions in natural language.

🕒 Intelligent Query Orchestration

Designed an AI engine capable of understanding user intent, automatically generating SQL queries, performing semantic search, retrieving enterprise data, and presenting business-ready responses.

🕒 Unified Enterprise Intelligence

Connected multiple enterprise quality domains-including PQR, QM, Q-Issue, AIM, and VECT-through a single conversational interface, eliminating the need to switch between reporting applications.

🕒 Interactive Decision Support

Enhanced responses with AI-generated summaries, interactive visualizations, contextual recommendations, and supporting business data to simplify analysis and accelerate decision-making.

🕒 Responsible Enterprise AI

Implemented secure authentication, governed data access, multilingual support, conversation context management, and source-grounded responses to ensure trusted and explainable AI interactions.

🕒 Future-Ready Analytics Platform

Established a scalable cloud-native architecture capable of supporting additional enterprise domains, data sources, and AI-powered business capabilities as organizational needs evolve.

Key Areas of Expertise Demonstrated

• Enterprise AI Strategy

Designed enterprise AI solutions that modernize business intelligence while enabling secure, scalable, and governed access to enterprise information.

• Conversational Analytics Engineering

Combined AI, semantic search, SQL automation, and business intelligence to deliver natural language access to enterprise data.

• Enterprise Data Integration

Unified structured and unstructured enterprise information across multiple business domains into a single intelligent platform.

• AI-Driven Decision Intelligence

Delivered contextual insights, visual analytics, and explainable AI responses that enable faster and more informed business decisions.

• Responsible Enterprise AI

Implemented enterprise grade governance through secure authentication, controlled data access, multilingual capabilities, and trusted AI responses.

• Cloud-Native AI Platform Engineering

Built scalable AI architecture capable of supporting future enterprise systems, business domains, and evolving AI use cases.

Business Outcomes

Faster Access to Business Insights

80% Reduced the time required to retrieve operational insights by replacing manual reporting workflows with conversational analytics.

Natural Language Analytics

100% Enabled business users to explore enterprise data without writing SQL or navigating multiple reporting applications.

Enterprise Quality Domains Connected

5 Unified Product Quality Reports (PQR), Warranty Management (QM), Quality Issues (Q-Issue), Active Issue Management (AIM), and Vehicle & Component Tracking (VECT) through a single conversational platform.

Reduced Dependence on Technical Teams

70% Enabled business users to independently access enterprise information without relying on BI teams for routine reporting.

Enterprise Decision Intelligence

1 Unified Platform delivers secure AI-powered analytics that transforms enterprise data into trusted, actionable business intelligence.

Multilingual Business Intelligence

2 Languages included English and Japanese to provide conversational analytics for global business users.

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

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