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SUCCESS STORY

TCAS AMS Transformation

Transforming Global Roadside Assistance Through Proactive AMS

Company Name
Daimler Truck AG

Industry
Automotive / Commercial Vehicles

Location
Germany

Impact
From Reactive Support to Proactive Service Excellence

Application
Truck Customer Assistance Solution (TCAS)

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A CASE STUDY

Turning a mission-critical global support ecosystem into a more proactive, resilient, and continuously improving operation.

Background

Taking Ownership of a Global Mission-Critical Ecosystem meant Cubastion taking responsibility for TCAS, which sits at the centre of Daimler Truck's roadside-assistance operations, where service continuity directly impacts customer experience. Cubastion was engaged as the consolidated AMS partner across five technology towers:

- Siebel
- Middleware
- BI / Reporting
- Infrastructure
- Database

The engagement covers 24×7 support, incident and problem management, service requests, enhancements, release management, testing, and knowledge management. With approximately 30,000 telematics-driven cases per day and around 49 interfaces connecting the ecosystem to surrounding systems, the engagement required more than conventional application support.

Problem Statement

Moving from Support Ownership to Operational Excellence required Cubastion to assume responsibility from the incumbent vendor without disrupting a globally distributed roadside-assistance operation. The objective was twofold:

First, establish stable and predictable ownership of the existing TCAS environment through rapid knowledge acquisition, service readiness, SLA governance, and operational continuity; and **Second, use the AMS engagement as a platform for improvement** by addressing operational inefficiencies, strengthening visibility, optimizing infrastructure, improving resilience, and creating a path toward technology modernization.

The transformation therefore focused not only on keeping TCAS running, but on continuously making the environment more stable, efficient, resilient, and sustainable.

Challenges Faced

- **Complex Global Technology Landscape**
  TCAS spans multiple applications, technology towers, infrastructure components, and approximately 49 interconnected interfaces, making dependency management and troubleshooting highly complex.
- **Transition from an Incumbent Vendor**
  Cubastion had to rapidly acquire institutional knowledge, validate documentation, understand technical dependencies, and progressively assume operational responsibility without affecting business continuity.
- **Limited End-to-End Visibility**
  Monitoring was distributed across multiple tools, while manual health checks limited the ability to identify early warning signals across applications, infrastructure, APIs, batch processes, and data loads.
- **Legacy Technology Dependencies**
  Existing middleware and application architecture created opportunities to simplify technology dependencies and evaluate modernization approaches without destabilizing the live environment.
- **Infrastructure Inefficiency**
  Azure resources required utilization analysis, right-sizing, and optimization to identify unnecessary consumption and improve infrastructure efficiency.
- **Resilience Improvement**
  The existing resilience posture presented opportunities to strengthen disaster-recovery & service-continuity capabilities.

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Solutions

- **Consolidated Five-Tower AMS**
  Cubastion brought Siebel, Middleware, BI/Reporting, Infrastructure, and Database under one coordinated AMS model rather than managing them as isolated support streams.
  This established unified ownership across incidents, problems, service requests, enhancements, releases, testing, and operational governance.
- **Proactive Service Management**
  The operating model moved beyond ticket resolution toward application health management, performance assurance, structured RCA, corrective actions, and preventive measures.
  Recurring issues were converted into reusable knowledge and Known Error records, helping reduce repeat incidents and improve troubleshooting efficiency.
- **Unified Operational Visibility**
  Cubastion strengthened monitoring across Siebel, middleware, APIs, Azure infrastructure, servers, batch jobs, data loads, and Power BI, creating a broader operational view and enabling earlier identification of potential disruptions.
- **Controlled Continuous Delivery**
  BAU operations and improvement initiatives were executed in parallel through structured Agile cycles, controlled DEV–TEST–PROD movement, automated regression testing, security scans, stakeholder approvals, and rollback mechanisms.
- **Performance & Resource Optimization**
  Cubastion analyzed the application codebase, memory utilization, and Azure infrastructure to identify hidden sources of instability and resource waste.
  This included identifying memory-leak-prone objects, optimizing Java heap allocation, and performing Azure utilization and right-sizing assessments.

Key Areas of Expertise Demonstrated

- **Enterprise AMS and Service Management**
  24×7 service operations, SLA governance, incident/problem management, RCA, service requests, & operational governance.
- **Oracle Siebel Engineering**
  Application management, performance assurance, enhancement delivery, release management, and Siebel modernization.
- **Middleware and Integration Management**
  Enterprise interface management, integration support, middleware operations, and technology transformation assessment.
- **Cloud & Infrastructure Optimization**
  Azure monitoring, resource utilization analysis, right sizing, infrastructure optimization, & cost efficiency initiatives.
- **Proactive Operations & Observability**
  Cross-layer monitoring across applications, APIs, infrastructure, batch processes, data loads, and operational services.
- **Continuous Improvement Engineering**
  Kaizen delivery, KPI-driven improvement, codebase analysis, performance optimization, automation, and preventive engineering.
- **Technology Modernization and Resilience**
  Siebel containerization, DevOps enablement, application modernization, disaster-recovery assessment, and service-continuity improvement.

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- **Technology Modernization**
  Alongside steady-state AMS, Cubastion evaluated targeted modernization initiatives including:
  - Middleware transformation
  - Siebel containerization on AKS
  - Siebel DevOps enablement
  - OOTB archiving and purging
  - Redwood UI/UX modernization
  - Infrastructure optimization
- **Resilience & Continuous Improvement**
  The engagement incorporated disaster-recovery enhancement, operational resilience, Kaizen-based improvement, and KPI-driven optimization to create an ongoing improvement cycle rather than a static support model.

Business Outcomes

Service Availability
100% Achieved full system and service availability against a 99.90% target, supporting uninterrupted roadside-assistance operations.

Savings Opportunity
€1,000 /month Identified approximately €1,000 per month in potential Azure savings through infrastructure cleanup and removal of unallocated storage.

Faster P2 Resolution
79% Reduced average P2 resolution to 1.7 hours, significantly ahead of the 8-hour target.

Faster P1 Resolution
40% Reduced average P1 incident resolution to 2.4 hours, outperforming the 4-hour target.

Fewer Incidents
11% Reduced incident volume by 11% month-on-month, demonstrating measurable improvement in operational stability.

SLA Breaches
Zero Delivered zero P1/P2 SLA breaches, strengthening operational reliability and service governance.

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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