

SUCCESS STORY

Voltas V Care

Transforming Enterprise Mobility
Through Platform Consolidation and
Cost Optimization

Company Name
Voltas Limited (A Tata Enterprise)

Industry
Consumer Durables & Engineering Solutions

Location
India

Impact
Reducing enterprise mobility costs while enabling a scalable, connected, & future-ready digital platform

Application
Voltas V Care

Contact Us: solutions@cubastion.com

A CASE STUDY

Reducing the Total Cost of Enterprise Mobility While Enabling Scalable Digital Field Operations

Background

Voltas operates one of India's largest after-sales service networks, supporting millions of customers through an extensive ecosystem of technicians, dealers, and service partners across India.

As business requirements evolved, separate mobile applications were introduced to support different user groups and operating platforms. While each application addressed specific operational needs, maintaining multiple applications increased engineering effort, duplicated testing activities, complicated release management, and raised the overall cost of enterprise mobility.

Recognizing that the challenge extended beyond application modernization, Voltas partnered with Cubastion to simplify its mobility ecosystem through a unified platform designed to improve operational efficiency while reducing long-term ownership costs.

Problem Statement

Managing multiple independently developed mobile applications had become increasingly expensive and operationally inefficient. Every enhancement required parallel development, testing, and deployment efforts across multiple applications, slowing business innovation and increasing maintenance costs.

Voltas required a unified enterprise mobility strategy that could simplify application management, reduce the total cost of ownership, standardize user experiences, and provide a scalable digital platform capable of supporting future business growth.

Challenges Faced

Business Challenges

- **Rising Cost of Enterprise Mobility**
Maintaining multiple applications increased development, testing, release management, & long-term support costs.
- **Limited Business Agility**
Delivering new business capabilities across several independent applications slowed innovation & increased implementation effort.
- **Fragmented User Experience**
Technicians, dealers, and service teams worked across separate applications, resulting in inconsistent user journeys and operational complexity.
- **Disconnected Business Processes**
The existing mobility ecosystem limited seamless collaboration between field operations and enterprise systems.
- **Scaling the Mobility Landscape**
Supporting future business growth required a platform that could evolve without proportionally increasing technology costs.

Technical Challenges

- **Enterprise Platform Rationalization**
Consolidating multiple business-critical applications into a single platform while preserving existing functionality.
- **Unified Cross-Platform Architecture**
Replacing separate native applications with a common technology foundation supporting both Android and iOS.
- **Enterprise Integration Complexity**
Connecting the platform with CRM, AMC Portal, DMS, Safety Server, Payment Gateway, SMS Gateway, Maps, and other enterprise services.
- **Multi-Persona Experience Design**
Supporting technicians, dealers, and service teams through a common application while maintaining role-specific workflows.
- **Business Continuity During Migration**
Transitioning users to the new platform without disrupting nationwide field operations.

Solutions

- **Enterprise Mobility Rationalization**
Developed a platform consolidation strategy that replaced multiple independently managed applications with a single enterprise mobility platform, significantly reducing technology duplication and simplifying application lifecycle management.
- **Shared Business Capability Framework**
Established a common application foundation with reusable business capabilities, enabling multiple user personas to operate from a single platform while eliminating redundant development across applications.
- **Connected Enterprise Ecosystem**
Integrated the mobility platform with core enterprise systems to enable real-time information exchange across customer management, field service, documentation, payments, and operational workflows.
- **Digital Workforce Experience**
Designed a unified mobile experience that empowers technicians, dealers, and service teams to perform business-critical activities through one intuitive application.
- **Unified Release and Maintenance Model**
Created a single development, testing, and release pipeline for Android & iOS, significantly simplifying application maintenance & accelerating future feature delivery.
- **Future-Ready Mobility Platform**
Established a scalable enterprise mobility architecture capable of supporting future business capabilities with minimal additional engineering effort.

Key Areas of Expertise Demonstrated

- **Enterprise Mobility Strategy**
Defined a long-term mobility transformation roadmap focused on reducing technology complexity and maximizing business value.
- **Application Rationalization & Cost Optimization**
Consolidated fragmented application landscapes into unified platforms that lower total cost of ownership and simplify ongoing operations.
- **Enterprise Platform Architecture**
Designed scalable technology foundations that support evolving business requirements while minimizing future maintenance overhead.
- **Connected Enterprise Integration**
Integrated business-critical systems to create seamless digital workflows across field operations and enterprise functions.
- **Digital Workforce Transformation**
Enabled mobile-first business processes that improve workforce productivity and operational efficiency across distributed service teams.
- **Platform Lifecycle Optimization**
Established standardized development, testing, release, and maintenance practices that improve engineering efficiency and accelerate future innovation.

Business Outcomes

Reduction in Development Effort

50-60% Eliminated duplicate development activities through a unified cross-platform architecture.

Enterprise Systems Integrated

7+ Created a connected enterprise mobility ecosystem by integrating CRM, AMC Portal, DMS, Safety Server, Maps, SMS Gateway, and Payment Gateway.

Reduction in Testing Effort

40-50% Streamlined quality assurance by replacing multiple testing cycles with a single release validation process.

Faster Feature Delivery

60-70% Accelerated rollout of new business capabilities through a unified engineering and release model.

Mobile App Downloads

100,000+ Successfully adopted across Voltas' nationwide field service ecosystem, demonstrating large-scale enterprise adoption.

Lower Total Cost of Ownership

40% Significantly reduced long term application maintenance and support costs by consolidating multiple mobile applications into a single enterprise platform.

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

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

971 US Highway 202N,
STE R, Branchburg, NJ 08876

Contact Us: solutions@cubastion.com