

# AUTOMOTIVE eCOMMERCE PLATFORM WITH AEM







Enabling better user experiences with  
AEM Forms and AEM Sites

Mastery in  
Software  
Engineering

**FORTECH.**



## Key Facts

-  Industry: Automotive
-  Team Size: 20 People
-  Duration: 5+ Years (Ongoing)
-  Technologies:
  - AEM, AEM Forms
-  Services:
  - Software Development
-  Trends:
  - Performance Optimization
  - Digitalization

## Highlights

- Templates and components defined to create websites for different countries and car market's specifics
- Migration from old platforms to new ones, including replacing the Classic UI with Touch UI
- Creation of complex forms based on car models and market's particularities



## Solution

Our client is a global automotive company with markets worldwide and a keen interest in digitalizing its products and creating innovative goods. The solution is an Automotive eCommerce Platform customized to each country and market particularities. It provides a personalized experience based on the bestselling products and integrates different brands from the same car manufacturer.

This innovative car presentation website has the best performance compared to its competitors. Its new Adobe Experience Manager (AEM) Forms ensure an easy to use application for both the authors and users:

- The Test Drive App can be customized based on different car models
- Each country's website is predefined with its best-selling cars and requires custom fields for users
- The user can book a car based on the availability of the models in the dealer location.

Moreover, the platform integrates analytics to help the automotive development team understand users' online behavior and transform their feedback into the next features.

## Collaboration

The collaboration started more than five years ago with a distributed team.

Equipped with high-quality software development skills, we help the client offer a better digital experience to his customers. Our team uses AEM to build the Authoring and Publisher platform, enabling the Author to produce personalized content for the users.

The platform operates a highly available, globally distributed, latency-bound web service hosted exclusively on Amazon Web Services.

The project we work on is divided into four verticals:

- Core – includes Data Layer, AEM specific and Java Development
- DevOps – responsible for the platform's infrastructure and its maintenance
- Authoring – the platform interface for the content creators
- Publisher – the platform as seen by the user.

We are organized into three agile distributed teams, consisting of: AEM developers, software testers, DevOps, Scrum masters, and project manager.

## Client Benefits



### RELIABILITY

A long-term collaboration between the software development team and the client



### QUALITY

High-quality deliverables built with modern technologies



### SKILLS

Mixed seniority team with strong technical and industry know-how





# ABOUT FORTECH

Fortech is a top Romanian software development company headquartered in Cluj-Napoca. With a workforce of 800 people, Fortech has been repeatedly recognized by Deloitte, EY, and Forbes for its fast-growing, entrepreneurial journey.

With expertise and a strategic focus across healthcare, financial services, automotive sectors, and more, we cover the end-to-end software lifecycle development to deliver the innovation, scalability, quality and speed our clients need.

Our approach to software engineering combines strong technology and process know-how, Agile delivery methods, and a blend of code quality practices and metrics refined in almost two decades. Since 2003, over two hundred clients chose Fortech as their tech partner.

Check our expertise: [www.fortech.ro](http://www.fortech.ro)

Copyright 2021 © Fortech. All rights reserved.

This document is the property of and contains information proprietary to Fortech. No part of this document may be reproduced, transmitted, stored in a retrieval system or translated into any human language or computer format, in any form or by any means, without the written permission of Fortech.