



Cloud & Modernization - Legacy Replacement Replacing a Third-Party Dealer Contact Tool with a Scalable In-House Module

Client: **Fortune 500 - Global Auto OEM (North America)** - Dealer Field Portal



At a Glance

24x7

portal readiness for
daily operations

Microservices

architecture on Kubernetes

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third-party licensing
dependency for this module



The Client

The client is a leading Fortune 500 - Global Auto OEM whose field portal supports dealer-facing operations across sales, service, and dealer contact tracking for its North American dealer network.



The Business Challenge

Dealer contact tracking comprising of logging and reporting on dealer and field meeting information, with approval workflows and PDF/Excel exports was provided by an external vendor as part of a broader field portal. That created vendor dependency for a capability that needed to scale flexibly: data had to be pulled from a mix of external and internal

sources (including a UDB/mainframe backend), the user base was field personnel whose numbers could vary, and every enhancement went through a third party rather than the OEM's own team.



Our Approach

We built the Dealer Contact module as an in-house, modular addition to the existing field portal. This was one of several modules being added in phases, designed from the outset for horizontal scalability rather than fixed vendor capacity.

- Designed the back end as microservices to keep the module independently scalable and maintainable.
- Used Spring Boot to develop the microservices layer.
- Built the user interface as a single-page application using AngularJS.
- Containerized every component and deployed on Kubernetes to support horizontal scale-up and scale-down.



Solution Overview

In business terms, the OEM traded a rigid, vendor-dependent tool for a module it owns outright - one that can grow with field-user demand instead of being capped by a third party's licensing model.

Before: Third-Party Dealer Contact Tool

Dealer contact tracking handled by external vendor → Limited flexibility, vendor dependency → Slower enhancements, ongoing license cost → Slower enhancements, ongoing license cost

After: In-House Dealer Contact Module

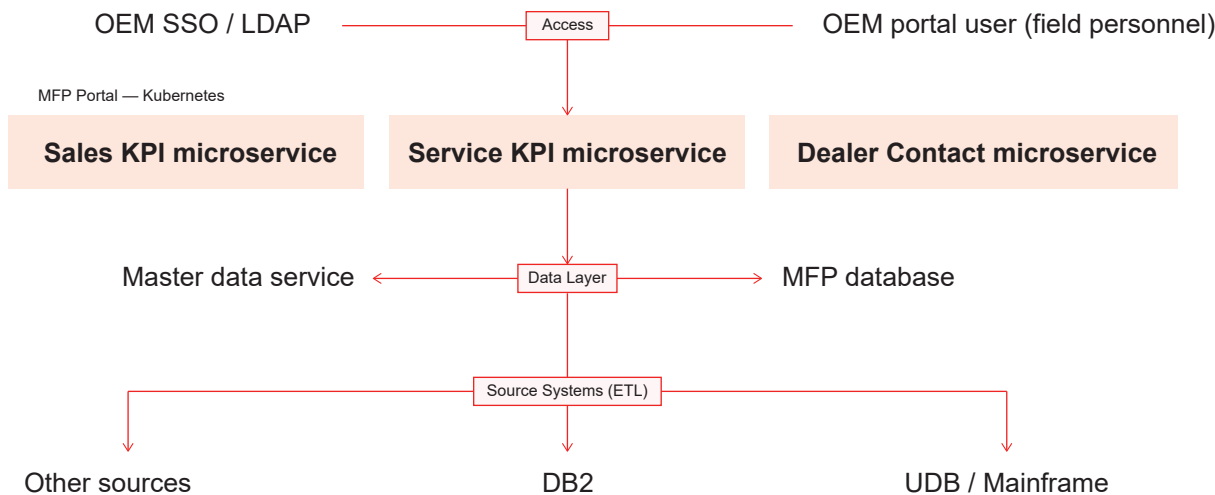
In-house Dealer Contact module built → Modular microservices architecture → Deployed on Kubernetes for scalability → 24x7 readiness, faster enhancements



Technical Approach & Architecture

The Dealer Contact microservice sits alongside Sales KPI and Service KPI microservices inside the field portal, all orchestrated on Kubernetes behind the portal's SSO/LDAP layer. A shared master-data service and portal database sit underneath, populated via ETL from a mix of internal (DB2, UDB/mainframe) and other external sources - the same architecture pattern used across the portal's other modules, which keeps the whole platform consistent and independently scalable module by module.

Dealer Contact Module — Reference Architecture



Business Outcomes & Results

Metric	Before	After	Business Impact
Vendor dependency	Third-party vendor owned dealer contact tracking	In-house microservice, fully owned by the OEM	No further reliance on third-party licensing or roadmap for this capability
Availability	Shared risk to portal availability	24x7 readiness for daily business operations	Seamless future enhancements without third-party involvement
Scalability	Fixed vendor capacity regardless of user growth	Kubernetes-deployed microservices, horizontally scalable	Scales with field-user demand as more modules and users are added
Resilience	A single vendor outage affected the whole tool	Fault isolation via microservice architecture	Resilience to full system failure; reduced downtime



Why It Matters

This is a repeatable playbook for any client paying ongoing license fees for a narrow, vendor-owned capability inside a larger portal: replace it module-by-module with an in-house microservice on the same modern stack, without a disruptive full-platform rebuild.



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