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Reducing mobile engineering delivery costs by 40% for a leading European automaker

One European automaker wanted to enhance its connected car mobile app with more sophisticated, personalized features. But its reliance on locally based engineering teams limited its ability to scale development and control costs.

Together with Hitachi Digital, this company introduced a globally distributed engineering model that enabled agile delivery, centralized governance and integrated quality assurance. Through this model, the team accelerated development of vehicle-integrated features, including personalized recommendations and bidirectional EV charging controls.

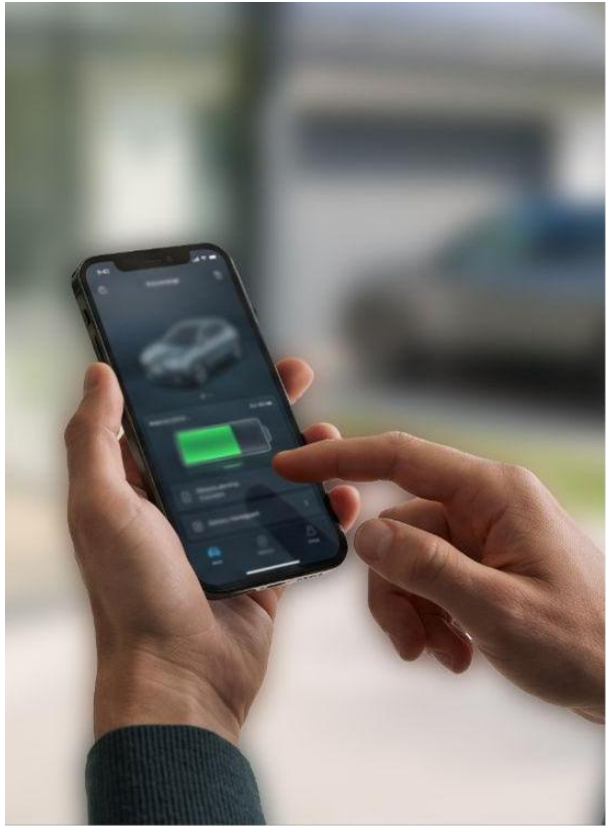
With the help of Hitachi Digital, this automaker reduced engineering delivery costs by approximately 40%, while increasing development velocity by 15% and shortening app release cycles from six to four weeks.

40%

Lower delivery costs

15%

Higher development velocity



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Challenge

One European automaker wanted to expand the capabilities of its connected car app to deliver more sophisticated and personalized driver experiences.
But its existing delivery model relied on locally based engineering teams, limiting speed and scalability. The automaker needed a more flexible, cost-effective development model that would also free its internal teams to focus on core platform innovation.

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Value created

This European automaker engaged Hitachi Digital to introduce a globally distributed engineering model that combined automotive and mobile development expertise across Poland, Ukraine and India. The approach improved development capacity, efficiency and speed through:

- **Flexible resource scaling:** An onsite, nearshore and offshore delivery model provides access to specialized talent while optimizing costs.
- **Agile delivery and centralized governance:** A shared delivery framework supports continuous development, consistent quality and faster feature releases.
- **Integrated quality assurance:** Testing and validation are embedded throughout development to reduce rework and improve the quality of new app features.

Impact

Together, these capabilities enabled the automaker to accelerate enhancements to its driver app, including expanded vehicle controls, bidirectional EV charging functionality and personalized recommendation cards. Powered by real-time customer and vehicle data, the cards surface relevant offers, promote unused features and prompt service renewals, creating new opportunities to increase engagement, drive growth and improve retention.

40%	Lower delivery costs
15%	Increase in development velocity
33%	Shorter app release cycles, from 6 to 4 weeks

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Transforming the connected car engineering model

	Before	After
Delivery costs	Higher-cost, locally based engineering model	Approximately 40% lower delivery costs through a combination of onshore, nearshore and offshore resources
Release cycles	Every six weeks	Every four weeks — 33% shorter cycle time
Engineering model	Limited scalability and speed due to reliance on local development teams	15% higher development velocity through a globally distributed model across Poland, Ukraine and India
Quality assurance	Inconsistent processes	QA integrated throughout development, reducing rework and supporting consistent quality
Delivery governance	Locally managed	Agile delivery framework with centralized governance for consistent, scalable development

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