



CASE STUDY

MyFord Mobile App and Mobile Site

BACKGROUND

Ford Motor Company, the legendary global automotive industry leader, needed a complete architecture redesign for their MyFord mobile app and MyFordMobile.com site. The existing app design required manual content updates across the company's various sites and platforms. Any update or change to design was very time consuming and expensive. 6D Global was engaged as a strategic digital technology partner to provide architecture and redesign leadership for the team of developers.

CHALLENGE

Both the MyFord mobile app and MyFordMobile.com site required manual content updates across the company's various sites and platforms. These manual tasks necessitated staff hours that could've been allocated for more productive projects. Further, any update or change to design was very time consuming and expensive.

Ford partnered with Acquity Group, now Accenture, to develop the new architecture and technology stacks for the app and site. 6D Global was brought on to provide architecture and redesign leadership for the team of developers. The objective was to create a more efficient way for the Ford team to update and manage content in various languages across their applications and sites. This would provide a better real-time user experience for Ford customers.



PROJECT

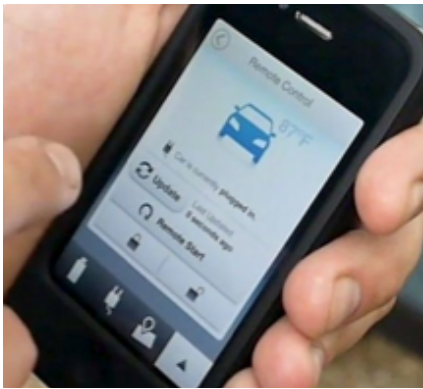
Ford rolls out award-winning mobile solution following 6D Global's architecture and redesign

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SOLUTION

After careful study of the existing systems, the decision was made to redesign the technology architecture for the MyFord mobile app for iPhone and Android and MyFordMobile.com using Ford's current content management system (CMS) Adobe® Experience Manager (AEM, formerly CQ5).

This solution would run and extract content from AEM and publish it back out to the mobile app and mobile site. This allowed Ford content authors and administrators to update and manage content in one place. The team also enabled a web service to allow AEM to interact with both the mobile app and the mobile site, producing an 'always-on' method of communication exchange between the systems.

Design for both iPhone and Android was a Ford requirement. As the only service provider of Adobe PhoneGap, 6D Global was able to meet Ford's goal and also integrate AEM with PhoneGap—the first time in CMS history. Adobe PhoneGap is a mobile development framework (library) that leverages its application programming interface (API), and enables developers to build only one app that works for both Android and iOS operating systems.

RESULTS

The redesign was a success, with a highlight being the integration of AEM and Adobe PhoneGap—the first in CMS history. After the successful launch, Ford is now able to manage all content, in various languages, in AEM, saving hundreds of staff hours and cost. The new app has received numerous awards in the auto industry and is used by thousands of Ford customers around the world. Ford, working with 6D Global and Acquity Group, was delivered a world-class mobile solution that will help the company better communicate across markets, languages and the world.