



FACTS ABOUT HELIOS:

- ✓ one of the biggest global rebranding projects
- ✓ improvements in *Customer* and *User Experience* for all brands of the Renault-Nissan Alliance
- ✓ a complex digital structure of components
- ✓ integration with popular systems such as Salesforce
- ✓ modern management methodology - Scrum
- ✓ several international teams
- ✓ multicultural working environment

## Integration – the essential lies under the surface

*Nearly 200 people from around the globe, 3 time zones, hundreds of tasks, projects, deployments and system integrations – everything realized according to the Agile-Scrum methodology of project management which allows for efficient cooperation between international teams of developers. This is Helios, a project of crucial importance for the Renault-Nissan Alliance, whose goal is to rethink the global identity and online presence of the corporation. MakoLab plays an important role in it.*



### CLIENT

Initiated in 1999, the alliance between Group Renault and Nissan Motor Company has been one of the most spectacular cases of strategic partnership. Owing brands such as Renault, Nissan, Datsun, Dacia and Infiniti, the corporation belongs to the global elite of car manufacturers, responsible for more than 10% of global sales on the automotive market and employing several hundred thousand staff in all parts of the world. Moreover, Renault-Nissan is an unquestionable leader in the field of electric cars – nearly 250 000 of its electric vehicles are driven around the globe.

### TASK

Unification and globalization of IT solutions is a worldwide trend, followed by the largest corporations. It allows

for significant reduction in costs of management of online presence, provides better control over corporate identity and content of websites scattered around the world, and allows for quicker reactions to changes appearing on the market. The Renault-Nissan Alliance, with which MakoLab has cooperated for nearly 15 years, has decided to unify its online identification. One of the basic motivations behind this decision was the need to adjust both *customer* and *user experience* delivered by the manufacturer's websites to the current standards of online presence. This was the origin of the global project Helios, initiated in the first quarter of 2014.

The main provider and coordinator of operations of several international teams is DigitasLBi – the digital branch of the world's largest marketing agency Publicis, with headquarters in London. Inviting MakoLab to assume the role of one of the project's main partners, DigitasLBi asked us to conduct integration of websites with external systems,

including systems created by MakoLab in the past.

This international endeavor involves hundreds of people from Poland, France, Great Britain, Romania, Colombia, Costa Rica and other countries. Moreover, the ultimate result of the project is an effect of careful alignment of the complex digital structure of components produced not only by different teams, but also across different companies. Therefore, participation in Helios meant another challenge for MakoLab – one of organizational nature, requiring competences both in cooperation in a multicultural and multilingual environment, and in terms of efficient project management.

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## SOLUTION

Helios is the codename of one of the world's biggest rebranding projects, covering all countries and brands belonging to the Renault-Nissan Alliance. Having assumed the role of one of DigitasLBI's important partners, MakoLab deals with nearly all technological areas of the operation.

Our key task is to integrate the Adobe Experience Manager CMS deployed by DigitasLBI with external systems. What can be seen on the surface in the form of a user interface is, naturally, only a part of a complicated mechanism of technological components. MakoLab's domain in this process of integration includes areas of client relations management and the so-called *Owner Services*.

As part of the first area, we cooperate with the leading provider of CRM solutions – Salesforce – whose products are used by Renault's dealerships most frequently. However, we also introduce our own solution in this respect – the Lead Management Tool (LMT). *Owner Services*, on the other hand, involves a tremendous challenge consisting in integration of tens of different solutions.

MakoLab not only integrates, but also delivers functional modules that are of crucial significance from the perspective of the end-user. For example, thanks to the 3D Viewer developed by our company, users may explore both the interior and the exterior of any vehicle by means of a very realistic 3D visualization. The latest system for booking test drives is also a component co-created by MakoLab. Another module – the Dealer Locator – places all dealerships on an interactive map. Since information about dealers is updated in the online booking system, one may easily check contact data and opening hours, or schedule a test drive. Let's not forget about the Financial Simulators, developed and deployed by MakoLab as well.

A project of this degree of complexity – conducted in a multicultural environment, across several different companies – requires perfect organization and management skills. Partnering with DigitasLBI, MakoLab has the opportunity to work according to a modern methodology known as Scrum. This enables us to acquire new experience and competences, and provides new methods of responsible management and profound insight into business operations.

*"The end result that one sees in the form of a website is merely the tip of the iceberg. In order for all systems and functionalities to operate, integration with proper systems is necessary – and there are hundreds of integration points within the Helios project! Hence we may say that MakoLab is responsible for proper exchange of data between the new websites and all external systems, which in turn is necessary for their proper functioning."*

– PAWEŁ CEBULA, IT PROJECT DIRECTOR,  
LEADER OF MAKOLAB'S TEAM WORKING WITHIN HELIOS

## RESULTS

The project started in 2014 with a pilot deployment in India, and involved 3 brands: Renault, Nissan and Datsun. Already at this point, our team was assigned with a key role in the process, considering our profound knowledge of the subject gained during the development of the previous version of Renault's website in India, created by MakoLab. In 2015, deployments in which we participated included nearly 30 markets.

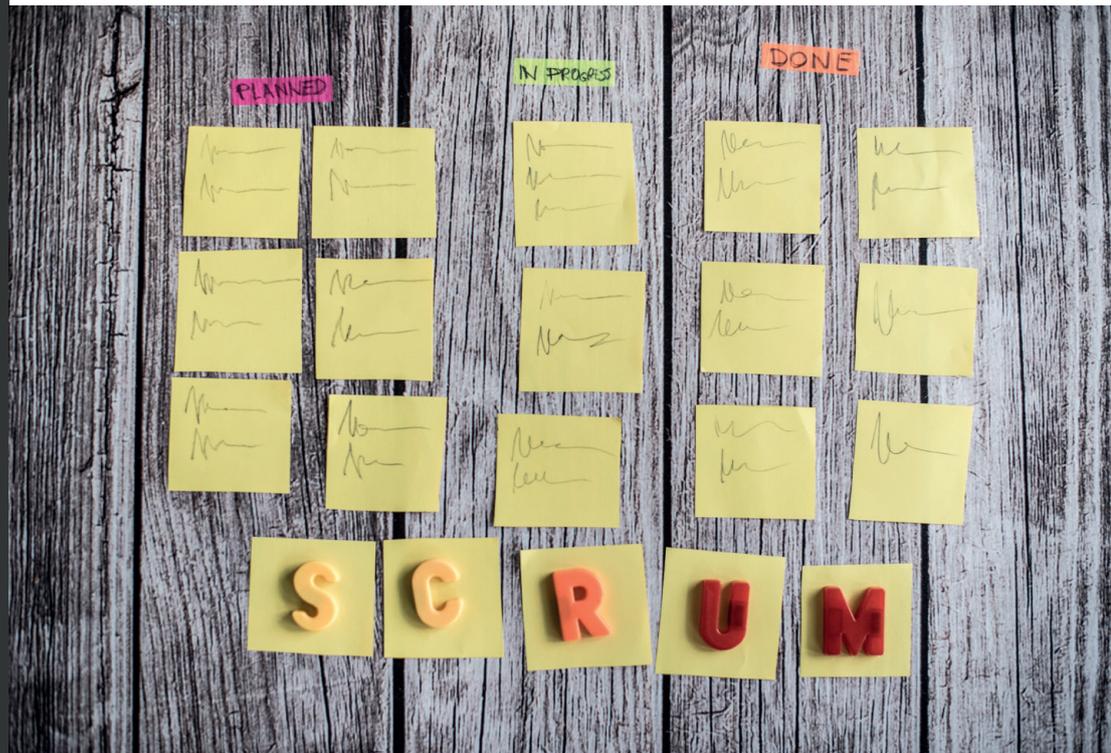
Integration is a process that requires commitment in various areas. MakoLab is present in nearly all technological layers of the project. Our specialists are involved in UX design, frontend and backend development, as well as quality assurance processes. We oftentimes exceed the assumed scope of services and support the client in tasks such as: entering content

into Adobe's CMS, designing forms, or SEO-related audits.

There is a team of specialists working on the project at MakoLab's headquarters, while the London office of DigitasLBI hosts two of our representatives (depending on current needs).

The components designed by MakoLab whose goal is to enrich both *customer* and *user experience* for the Renault-Nissan Alliance have already gained considerable popularity. MakoLab's financial simulators, for example, have been implemented in over 20 countries.

Helios is also a source of experience and competences in project management. The now-mastered Scrum methodology is not just a useful contribution for the Helios project or MakoLab's dedicated team, but also a valuable inspiration for the company's future operations.



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MakoLab SA is a marketing and technology agency oriented at supplying the clients with comprehensive, dedicated solutions for enhancement of Internet communications and supporting business processes. For more than 25 years we have been addressing business needs of global corporations as well as local enterprises, working mainly in the Automotive, Finance and Insurance or Commercial Real Estate industries.

The products and services of the company are present in 60 countries, on all continents. MakoLab also partners world-class organizations of the Semantic Technologies area in building standards for classifying data in search engines.