

CASE STUDY

Custom Development of Delphi Parts Finder Catalog

- Multinational Data Integrations
- Technical discovery
- Architecture and Wireframing
- Progress Sitefinity Platform Development



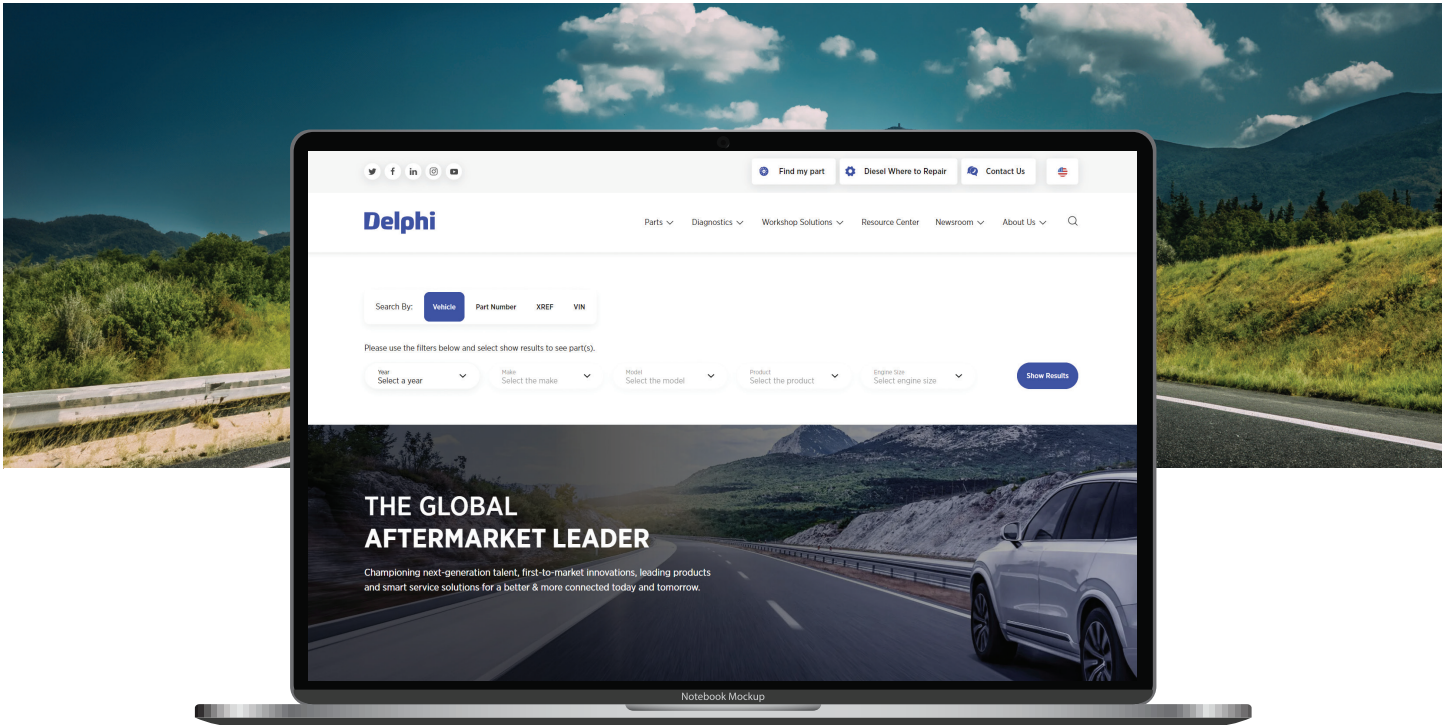
Delphi



SILVERTECH

ABOUT DELPHI

Delphi Technologies, a brand of BorgWarner, is the world's largest aftermarket manufacturer of automotive parts, with a global presence in over 150 countries and a network of over 2750 service centers. Delphi's mission is to enable garages to service and repair vehicles accurately and efficiently.



PROJECT BACKGROUND

Prior to collaborating with SilverTech, Delphi's Parts Finder catalog relied on a third-party system that diverted users away from their website when searching for parts. The system had challenges in terms of updating and lacked responsiveness on mobile devices. Delphi approached SilverTech to modernize and enhance the user experience of their parts finder while catering to their global clientele.

BUSINESS GOALS

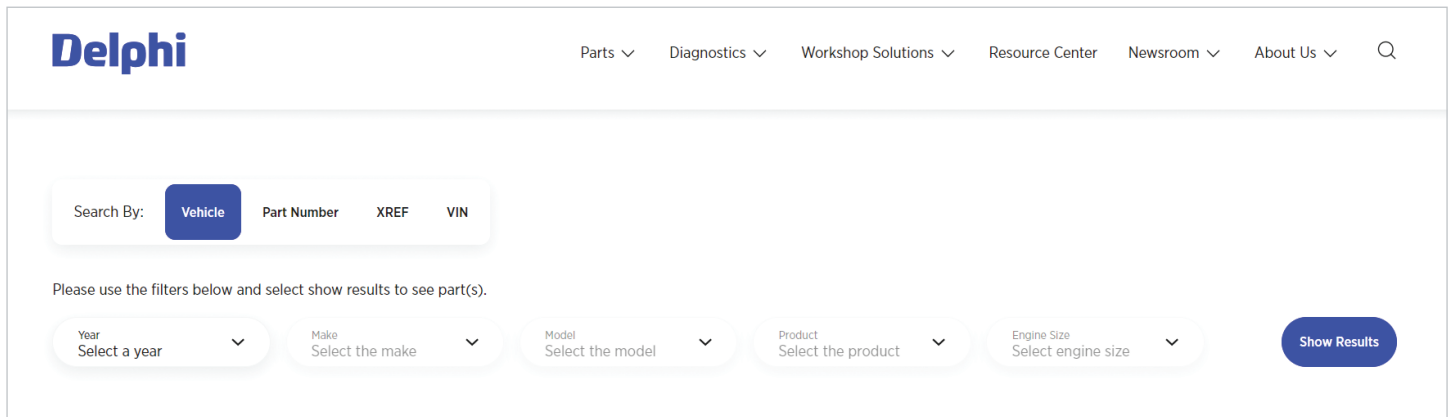
Delphi aimed to leverage two different external API integrations to create a user-friendly interface allowing users to search and find products in a multi-lingual system. The catalog needed to be available in various languages and adapted to the diverse standards for cataloging parts across North America and EMEA.

OUR PROCESS

The SilverTech team commenced the project with Delphi by conducting a technical audit and an in-depth discovery session with internal stakeholders. This phase unveiled essential criteria for the Delphi catalog and acquainted the team with the existing TecDoc and JnpSoft API integrations.

SilverTech’s UI/UX designers utilized insights from the discovery session and input from digital strategists to create visually appealing wireframes and design concepts. While design and strategy progressed, developers laid out specifications and a backlog, ensuring compliance with Delphi’s policies throughout the development process.

With approved specifications and a sprint plan in place, SilverTech’s Architects and Engineering team initiated the development process. This involved the creation of a comprehensive database architecture that integrated the data from TecDoc and JnpSoft APIs. The development included front-end and back-end work to support the ideal user experience. Rigorous quality assurance testing was conducted to ensure accuracy and usability.



RESULTS

To enhance the catalog’s performance and scalability, SilverTech implemented the integrations with the Progress Sitefinity platform. This streamlined the process of pulling data from TecDoc and JnpSoft APIs into one unified catalog. The headless approach allowed for greater flexibility, enabling Delphi to efficiently manage and update the catalog.

The culmination of the project was a multi-lingual parts finder catalog with personalized filtering options based on geographic regions. Delphi’s new catalog not only offered ease of use and management but also featured 3D image capabilities to enhance the visualization of parts designs.

THE CREATIVE

