

# BMW PKOD (Product Knowledge on Demand)

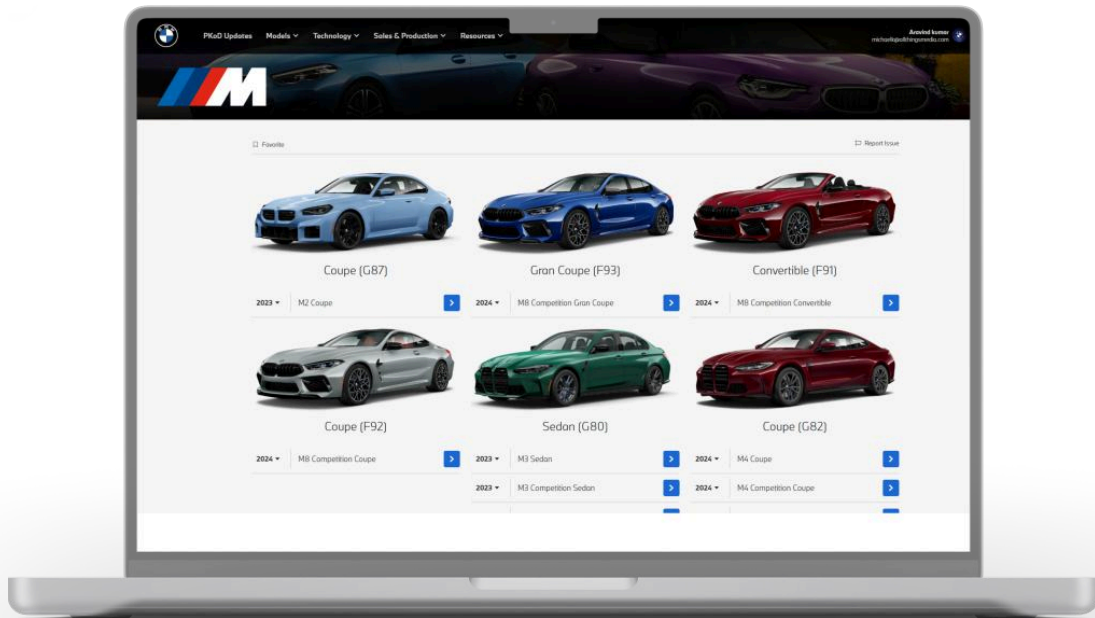
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## CASE STUDY

Automobile



# BMW PKOD



BMW is a leading luxury car manufacturer with a global presence. The company has a wide range of vehicles, including cars, SUVs, and motorcycles, with multiple models and variants. Managing the data for all these vehicles can be a challenging task, and BMW needed a sophisticated solution to manage their product data.

BMW PKOD, a comprehensive collection of information about BMW vehicles, ranging from their latest models to their historical classics. Whether you're a BMW enthusiast, a prospective buyer, or simply curious about these iconic automobiles, this is the ultimate destination for all things BMW.

# Overview

BMW PKOD is a customized CMS platform developed by Team Fortunesoft to help BMW manage their vehicles' data. Discovering the captivating world of BMW cars through the extensive database, meticulously curated to provide you with in-depth details, specifications, and features of each model.

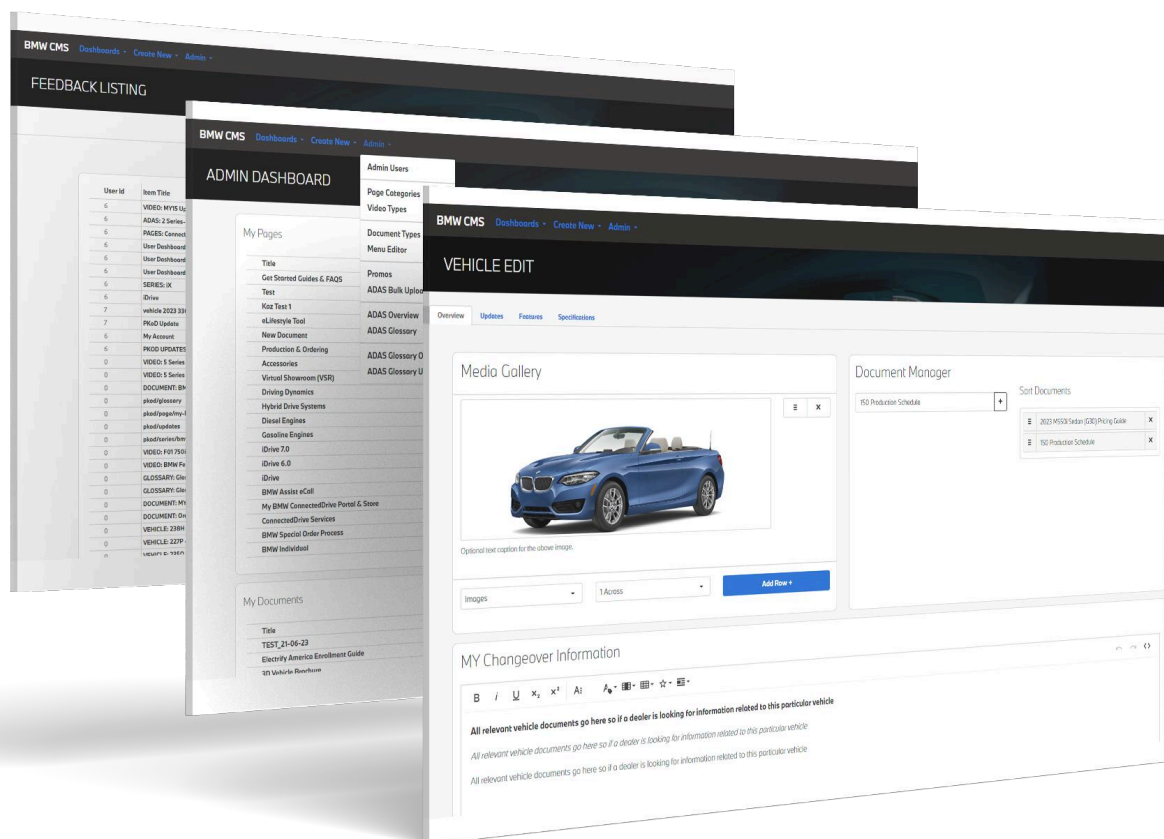
From the sleek and sporty sedans to dynamic SUVs, BMW PKOD covers the entire BMW lineup, showcasing their cutting-edge technology, luxurious interiors, and powerful performance. The platform uses real-time BMW vehicles API data to display vehicle data on different criteria's, such as model, make, and year.

The platform has different levels of users, including Super Admin, Admin, Editor, and User, with different access levels to manage the vehicles' data. The application has a menu builder, media gallery, media gallery builder, dynamic widgets management, content management, global search functionalities, and Froala editor integration.



BMW PKOD includes a robust search feature that allows users to search for specific BMW car models, features, or keywords across the website. It also implements auto-suggestions or predictive search to enhance the user experience.

Our user-friendly interface allows you to navigate through various models, filter by specific criteria, and compare different vehicles side by side. Whether you're interested in the iconic M Series, the versatile X Series, or any other BMW model, you'll find all the essential details you need to make an informed decision.





# The Challenge

One of the significant challenges for BMW was handling a massive amount of vehicle data in a sophisticated manner. They also needed a user-friendly interface to manage this data effectively. Organizing the collected data in a structured manner, ensuring consistency, and mapping it to design and layout requires careful planning and attention to detail.

Implementing filtering and sorting functionality to help users narrow down their search based on criteria such as price range, body type, fuel type, transmission, and more was one of the challenges. BMW wanted to include a robust search feature that allows users to search for specific BMW car models, features, or keywords across the website with the implementation of autosuggestions or predictive searches to enhance the user experience.

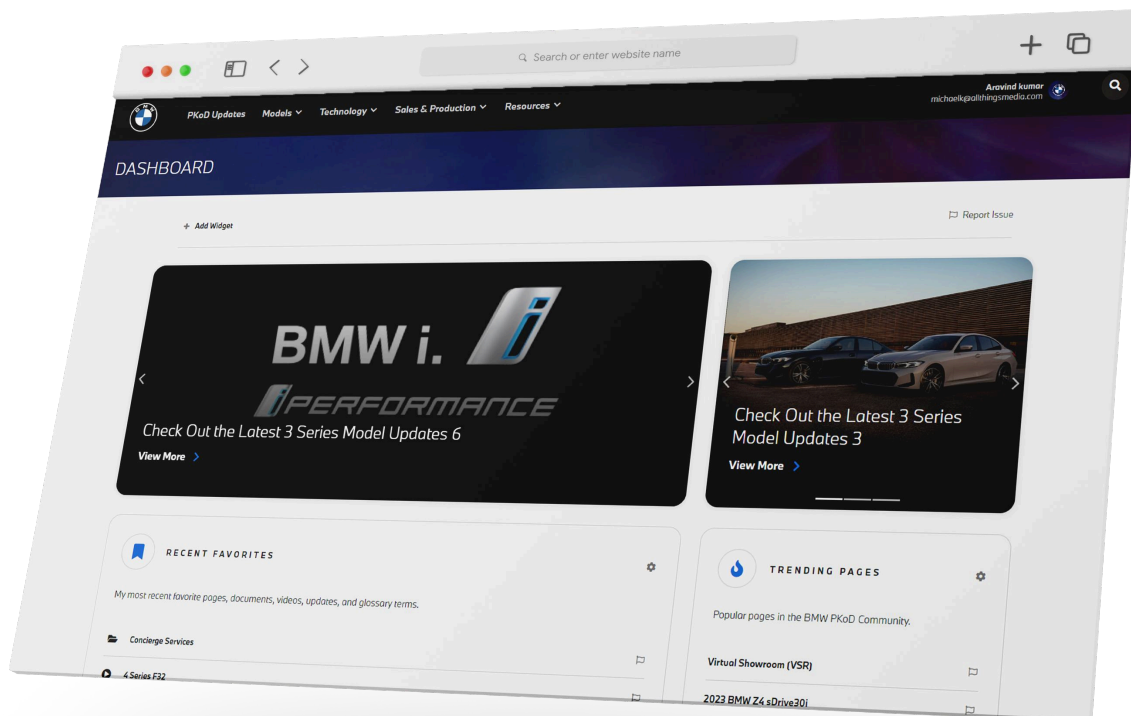
Also showcasing high-quality images of BMW cars, including interior and exterior views and incorporating interactive image galleries or sliders to allow users to explore the car from different angles was one of the difficulties BMW was facing.

Remembering to prioritize features that align with the target audience's needs and preferences, Team Fortunesoft came up with BMW PKOD. The Team conducted user surveys, analyzed user behavior, and gathered feedback to refine and enhance the website's feature set over time.



# Our Solution

BMW PKOD was the perfect solution for BMW to manage the latest vehicle data in a sophisticated manner. The platform's key features, such as a menu builder, media gallery, dynamic widgets management, and content management, helped BMW manage their data effectively. The platform's integration with Froala editor allowed BMW to create and edit content with ease, making it easier for them to manage their vehicle data. Designing a clear and intuitive navigation structure that allows users to easily browse and find BMW car details is one of the best solutions Team Fortunesoft came up with. Alongside, implementing breadcrumb navigation, sticky menus, and clear categorization to enhance user experience and ease of navigation.



# Key Features

## Menu Builder

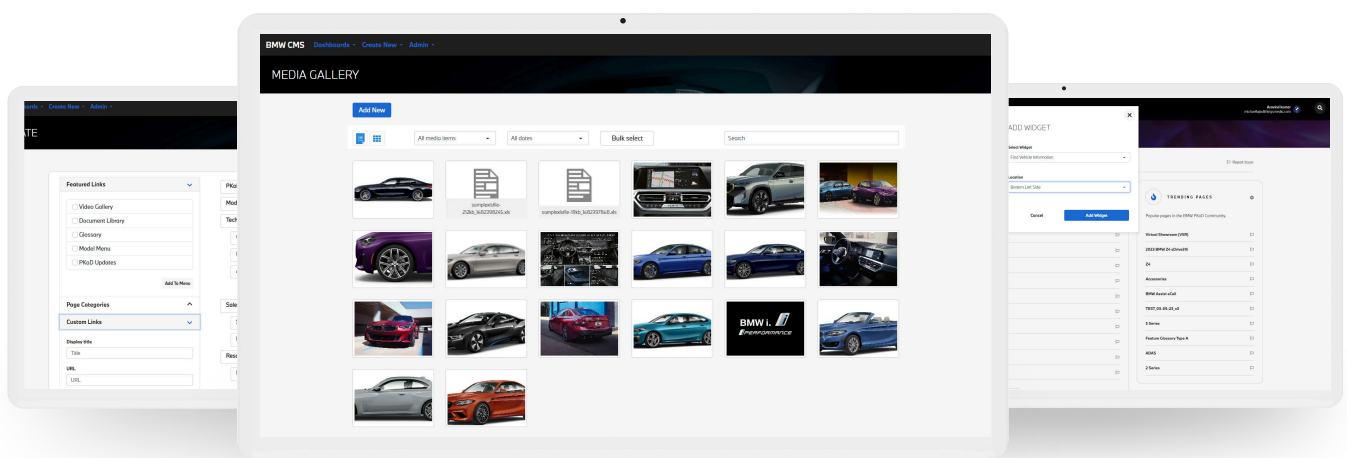
A feature that provides user-friendly interface and customization options that allow you to create a well-organized and intuitive menu for BMW.

## Media Gallery

A collection of media files, such as images, videos, and audio files, that are organized and displayed in a way that makes it easy to browse and view.

## Dynamic widgets management

Dynamic widgets management allows you to control and manage the display of widgets on BMW PKOD dynamically. Widgets are modular components that provide specific functionality or content, such as menus, sidebars, search bars, social media feeds, or promotional banners.



## **Media Gallery builder**

The tool that helps you create and manage media galleries. These tools typically provide a drag-and-drop interface for adding and organizing media files, as well as features for customizing the appearance of the gallery.

## **Global Search functionalities**

This feature allows users to search for content across multiple sources within BMW PKOD. This can be a very helpful feature for users who are looking for specific information, as it can save them time and effort.

## **Froala editor integration**

Content Management System (CMS) enables user to create, manage, and publish digital content, to whom the super admin gives the access to.

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## **Content Management**

By incorporating the content management features, one can streamline the creation, organization, and maintenance of content on BMW PKOD. This allows you to deliver high-quality and up-to-date information to your users, enhancing their experience and engagement with your website.

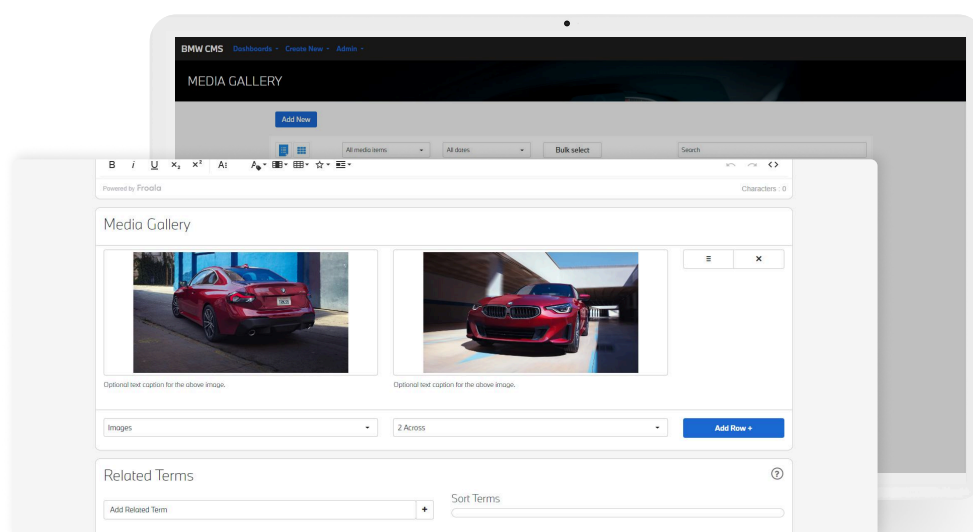
# Benefits

**Smooth UI to manage vehicles information:** An interface that allows administrators to easily add, edit, and delete vehicle information. Use clear labels, logical grouping of fields, and intuitive controls to streamline the management process.

**Customized CMS platform:** Content Management System (CMS) platform specifically tailored to BMW PKOD can offer numerous benefits in terms of flexibility, control, and scalability with dedicated development resources, testing, and ongoing maintenance to ensure optimal performance and usability.

**Automated latest vehicle data sync:** Automatically syncing the latest data from a vehicle to a cloud-based or on-premises server is one of the tailored benefits for BMW PKOD. This data can include information such as the vehicle's location, fuel level, engine performance, and maintenance history.

**Advance CMS features:** Providing an API and integration framework to allow seamless integration with external systems, services, or applications, enables you to connect your CMS feature in the platform with CRM systems, marketing automation tools, inventory management systems, or other software to streamline operations and data synchronization.





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## What The Client Says About Us

"Fortunesoft IT Innovations has been an outstanding business partner for our company. After a terrible experience using offshore developers, we took a chance on Fortunesoft IT Innovations and they have been excellent to work with. The team is relentless in following agile development processes. They took the time to learn our business and it shows in the quality of the work they do. Their team has a broad range of skillsets and were able to help us with every aspect of our start-up company."

**Conner Humphrey**

Co-Founder SalesC2, Texas US

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Successful Sprints

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