



AIS Glass Case Study

Customer: AIS Glass

Website: <https://www.aisglass.com/>

Country or Region: India

Industry: Glass

Company Profile

Asahi India Glass Ltd. (AIS) is India's leading integrated glass solutions company and a dominant player both in the automotive glass and architectural glass segments. It commands over 74% share in the Indian automotive glass market. Established in 1984, AIS' footprint today spans the entire spectrum of the automotive and architectural glass value chains. AIS provides end to end solutions right from manufacturing of glass, processing, fabrication and installation services.

Partner Profile

FutureSoft India Pvt. Ltd.

Established: 1988

Microsoft Partner: 20 years

Gold Partner – Application Development & Data Platform

Silver Cloud Solutions

With over 28 years of experience, flexible is a way to describe FutureSoft as it works closely with enterprise, small & medium customers including start-ups for their Software consulting, Outsourcing and Technology services requirements.

Trumpet for Business transforms business ideas & requirements into reality. It gives strategic advantage to businesses, to reach more customers, generate new revenue streams, increase business efficiency, and reduce operating costs.

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AIS redefines glass solutions market with Microsoft Azure

AIS is India's leading integrated glass company. Being a leader in glass solutions, AIS delivers top-of-the-line products and solutions. They use their glass product portfolio – which is the biggest in the country – to offer customized solutions that meet functional needs. As the company expanded its consumer base in both the automotive and architectural glass segment, they realized that the factor that comes between their consumers and holistic customization is their imagination. The company wanted to devise a way, a solution that would aid in helping their consumers understand the varieties of glass products and solutions on offer to better their designs and offer functional benefits as well for your space. This is when AIS reached out to FutureSoft.

FutureSoft worked together with AIS to create a mobile application “**AIS World Of Glass**” that showcases myriad architectural glass solutions AIS offers and also allows users to experience the unique offering. Let us understand more about this.

Business Situation

Started in 1984, Asahi India Glass Ltd. (AIS) today is India's leading integrated glass solutions company and a dominant player both in the automotive glass and architectural glass segments. AIS provides end to end solutions right from manufacturing of glass, processing, fabrication and more. With over 74 percent share in the Indian automotive glass market, it is very evident that the company has carved itself a prominent space in the glass manufacturing industry of the country. The company has an enormous fleet of various glass products and solutions that they sell to their customers, particularly so for the architectural segment.

The nature of the architectural industry offers the scope for a lot of customization. But, quite often these customizations are just limited to the architecture of the project and not as much on the aesthetic quality of the

same. The challenge was that consumers were still not able to visualize the customization possibilities that glass offers. AIS understood that the customers' imagination can be triggered by showing them the different ways in which the glass can be customized. “Say, a pergola or a canopy, usually people follow a set style for these, the fact is they don't have to. There is a lot that can be customized and it is only limited by their imagination. We wanted to nurture the imagination of our consumers, so that they can dream better designs and bring them to reality,” says Vikram Khanna, COO – Consumer Glass, COO – Architectural Institutional Business, CMO, CIO, Asahi India Glass.

“AIS has always encouraged innovation be it in terms of glass products and solutions or marketing initiatives. We continue to leverage technology to provide a unique experience in our interactions with the customers. The mobile app is a great medium to showcase the value proposition of our products,” he added.





What was needed was a way to help their consumers see the various possibilities, thus igniting their imagination on the kind of customized glass solutions that meet functional benefits for any space. The question was, how to do this? Basically, how to showcase the various ways glass can be used in multiple solutions and how to showcase this to the consumer.

This is when AIS approached FutureSoft. FutureSoft, being a prominent Microsoft Partner and having worked with businesses with similar needs, understood exactly what AIS was looking for. After analyzing the business situation and what AIS wanted to do, FutureSoft suggested their own "Trumpet" software. Trumpet is developed on Microsoft Azure Stack and SQL server to help bring AIS' vision of empowering their customers to imagine an experience close to reality.

Solution

Trumpet, an agile mobile marketing and communication engine from Microsoft's Gold certified partner FutureSoft, has innovative features for quicker buyer decisions. Trumpet brought to life the business needs of AIS by creating an app that used images and videos, extensively to provide a new and exclusive customer experience for AIS Glass solutions. FutureSoft also realized that to provide a seamless experience for the customers, they require a hosting platform that acts as an efficient and cost-effective repository for images and videos.

AIS World of glass included several key features.

In the 'Solutions in Glass' section, the products have been categorized based on the functional solutions provided,

namely - Acoustic, Privacy, Safety & Security, Aesthetic and Energy-efficiency solutions. In the 'Solutions for Windows' feature, complete door and window solutions in uPVC and wood are available. World of glass has also showcased innovative and specialised glass applications like glass staircases, infinity swimming pool, skylights, canopies, gazebos etc. In the Experience Zone of the application, users could experience two functional benefits- privacy and security - provided by glass. It includes interactive demonstration of AIS Swytchglas, Glass with Integrated Blinds, AIS Strongglas, AIS Securityglas. etc. The users can also share their requirements via a 'contact us and queries' section and AIS team would connect with them to offer the best solutions in glass. The application is a one-stop repository for getting product details, applications, downloading swatches of various products and performance parameters.

Microsoft Azure cloud platform proved to be an ideal hosting platform as it provided easy scalability, flexibility and an optimum performance for the AIS application. Once the app rolled out, it was accessible to the employees of AIS, their prospects and the sales team. Azure's data residency feature meant that the app had high performance and very low data latency. Azure's quick response time and ease of scalability meant that despite being media-heavy, AIS app would be available 24/7 to the users. The fact that any new update or media added to the application is available to all users in no time, boosted the marketing and sales team to further promote the product.

"Microsoft Azure's Platform-as-a-Service is cost-effective and scores high on reliability. AIS World of Glass is a media rich application that effectively

uses BLOB Storage delivering high performance as the users flip through numerous glass solutions and their applications," says Mandeep Singh Puri, Director, FutureSoft. Powered by Azure, Trumpet provides a seamless experience across devices, be it iOS orAndroid. Though launched only in English, it is multi-lingual to cater to a wider audience and gain global reach. Today, AIS customers can use Trumpet to visualize how their custom glass solution would look, try different styles and options, and select the option that suits them the most. It helps AIS provide a truly revolutionary experience to its customers.

Benefits

Scalability: Being a media rich application with various formats like images, videos and animations, Azure powered Trumpet made sure that the application can be scaled up and down as per requirement.

Data residency: Being hosted on Azure's India datacenters enabled AIS application to operate with low data latency and high performance, ensuring that the customers had the best experience without any downtime.

Easy Maintenance: Azure PaaS AppService and SQL Azure are self-managed platforms and require negligible administrative intervention. Azure's PaaS deployments ensures backups and uptime making its management hassle-free.

