

Replatforming Urban Mobility: A Car-Sharing Pioneer’s Global Expansion Blueprint

How Devsinc Enabled 85% Faster Support, 10% Higher Adoption & Compliant Rollout Across North America

Industry: Car-Sharing & Mobility

Regions Served: US & Canada

Headquarters: Australia

85%

Faster Support
Resolution

10%

Increase in Product
Adoption

3,000+

Shared Vehicles by
2019

Services Delivered:



Software Development



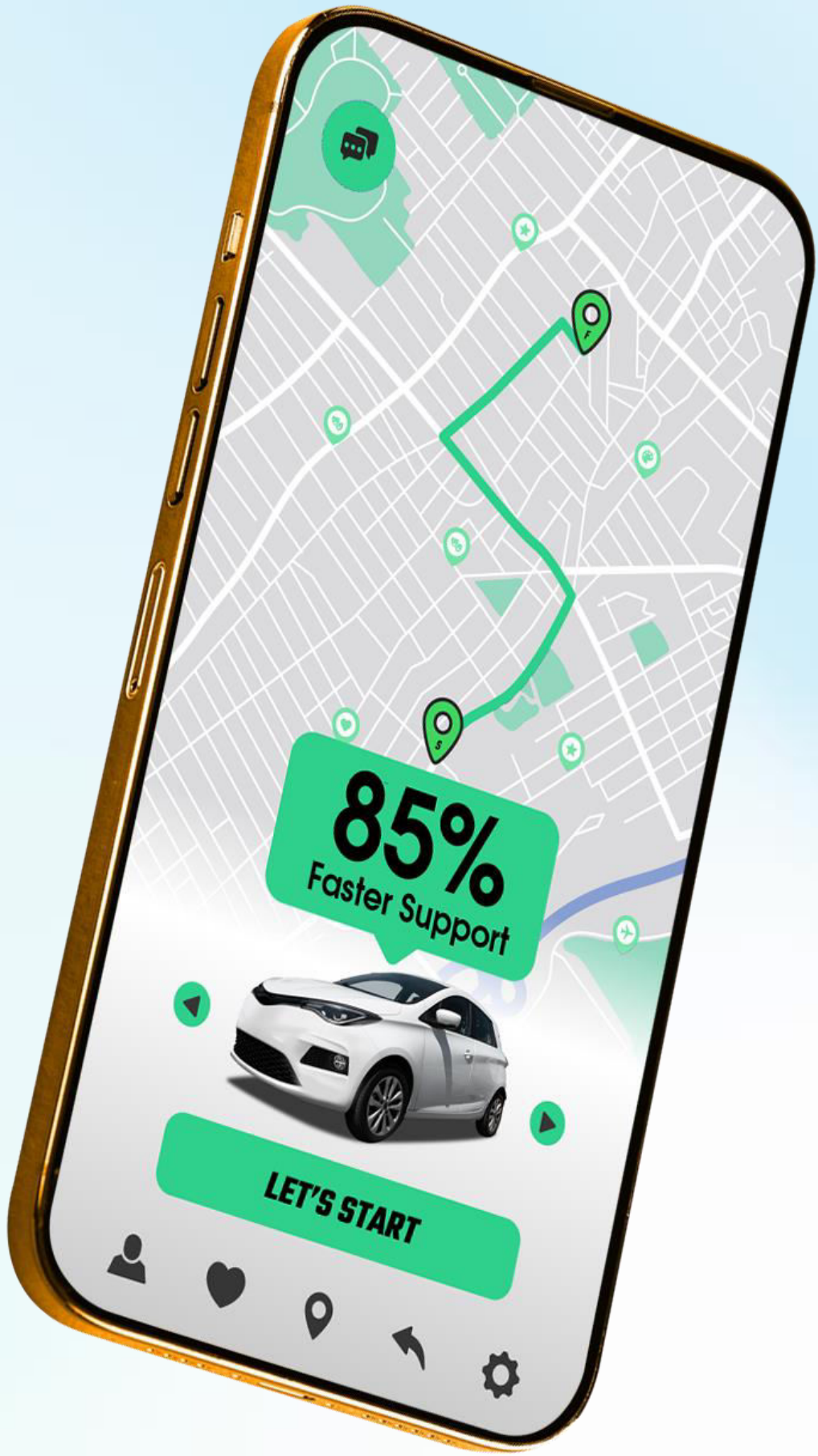
Cloud Solutions



(UX) Optimization



System Integration



From Local Disruptor to Cross-Continental Force

The client, an innovative car-sharing platform from Australia, revolutionized urban mobility by providing a sustainable alternative to car ownership. By 2019, they had over 3,000 shared vehicles. **After being acquired by Uber Carshare in 2021,** the platform expanded into the US and Canada, aiming to streamline urban transportation and reach new customer segments.

However, **scaling to new markets posed several operational challenges,** including compliance with regional regulations, payment systems integration, and localized digital strategies. To address these issues, the client partnered with Devsinc for a seamless expansion.



Challenge:

Operational & Technical Challenges During Market Expansion

As the platform scaled into new international markets, several complexities emerged that required strategic resolution:

- ✗ **Regulatory Variability:**
Navigating and aligning with the intricate legal and taxation frameworks across the U.S. and Canadian jurisdictions.
- ✗ **Cross-Border Payment Infrastructure:**
Ensuring seamless multi-currency transaction processing through robust payment gateway integration.
- ✗ **Localized Content & SEO Strategy:**
Tailoring digital content and optimizing SEO practices to effectively engage region-specific audiences and boost local search performance.
- ✗ **Technical Optimization:**
Deploying advanced tracking solutions and enhancing the overall user experience to support performance-driven growth in new markets.



Solution:

Precision Expansion with Devsinc's Mobility Stack

To facilitate a smooth and compliant digital transformation, Devsinc deployed a suite of strategic solutions:

Regulatory & Tax Compliance:

Comprehensive documentation and system configurations were developed to ensure full alignment with legal, fiscal, and jurisdictional requirements.

SEO Optimization & Regional Localization:

Content was strategically enhanced and localized to improve search engine visibility and resonate with diverse regional audiences.

Multi-Currency Payment Enablement:

Stripe was seamlessly integrated to support secure, scalable, and frictionless transactions across multiple currencies and regions.

Advanced Data & Experience Integrations:

Segment was implemented to enable granular event tracking, actionable analytics, and an optimized, data-driven user experience.



Results:

Mobility Transformation with Measurable Velocity

Measurable Impact & Business Outcomes



85%

Reduction in Support Ticket Resolution Time: Streamlined backend systems and optimized workflows significantly improved customer service response times and operational efficiency.

10%

Increase in Product Adoption: Customer-focused enhancements closed the adoption gap, driving greater engagement and accelerating product usage across target segments.

Frictionless Expansion

Across Two Continents: Successful entry into new regions was achieved through full regulatory compliance and seamless multi-currency payment integration.

Enhanced Digital Experience

Implementation of advanced tracking tools and technical refinements led to a more intuitive, responsive, and personalized user journey.

Let's make your brand the next success story!

About Devsinc

Devsinc is a premier full-stack technology partner delivering enterprise-grade software solutions through **15+ years** of expertise in AI, cloud, and data modernization. With **3000+** projects for **250+** global clients, our **1200+** engineers empower Fortune 500s and high-growth startups alike, driving digital transformation through innovation, scalability, and domain expertise.

Our global footprint spans strategic offices in the UAE, UK, US, and KSA, complemented by delivery centers across three continents. We combine institutional-grade security with cutting-edge agility to build adaptive digital ecosystems. Specializing in turnkey transformation, we future-proof operations and unlock exponential value through technology-led innovation.



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Devsinc

*Partner with Devsinc to transform your ideas into cutting-edge digital solutions.
We're ready to bring your vision to life.*

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