

Engineering a product for **diverse** markets

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<https://www.visualcapitalist.com/best-selling-vehicles-in-the-world-by-country/>

heycar.nl



Start je zoektocht

Merk Model

Totaal prijs

€ 0,- € 50.000,-+

Zoek 3.196 auto's

Bestel je nieuwe
occasion eenvoudig
online. (Minimale
garantie 12 maanden)



heycar.fr



Commencez votre recherche

Marque Modèle

Code postal ou ville

Prix total

0 € 50000 €+

Rechercher 76 093 voitures

Achetez une voiture
d'occasion de qualité,
auprès de nos
concessionnaires
sélectionnés



heycar.nl



Start your search

Brand Model

Total price

€0,- €50,000+

Search 3,196 cars

Order your new occasion easily online.
(Minimum warranty 12 months)



heycar.fr



Start your search

Brand Model

ZIP code or city

Total price

0 € €50,000+

Search 76,093 cars

Buy a quality used car from our **selected dealers**



Market-agnostic implementation when possible

Start your search

Brand Model

ZIP code or city

Total price

0 € €50,000 +

Search 78,096 cars

```
interface SearchRequest {  
    makeId: string;  
    modelId: string;  
    zipCode?: string;  
    price: number;  
}
```

Individual local conditions

Start your search

Brand Model

ZIP code or city

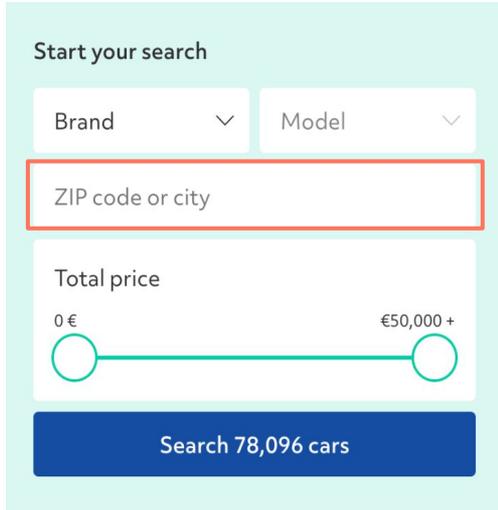
Total price

0 € €50,000 +

Search 78,096 cars

```
const QuickSearchForm = (  
  <Panel>  
    <MakeModelFilter/>  
    { showZipCodeFilter && <ZipCodeFilter/> }  
    <PriceFilter/>  
  </Panel>  
);
```

Individual local conditions



The image shows a search form titled "Start your search" on a light teal background. It contains several input fields: "Brand" and "Model" are dropdown menus; "ZIP code or city" is a text input field with a red border; "Total price" is a range slider from "0 €" to "€50,000 +". A blue button at the bottom says "Search 78,096 cars".

```
const QuickSearchForm = (  
  <Panel>  
    <MakeModelFilter/>  
    { showZipCodeFilter && <ZipCodeFilter/> }  
    <PriceFilter/>  
  </Panel>  
);  
  
const featuresFR = {  
  showZipCodeFilter: true,  
  showSomeOtherFrFeature: true,  
  // ...  
};
```

Introducing local components

Price ▼

By Unpleasant

0 € 80000 +

Brand ▼

🔍

Fashion model ▼

Select models 🔍

Mileage ▼

By Unpleasant

0 km 150.000 km

Year ▼

By Unpleasant

2014 2022

 €250,- discount + full tank
Order your car online before 16.05 info



Skoda Citigo
1.0 Greentech Ambition Air conditioning / App-Navi / Cruise / Radio

€ 8,450,- incl. VAT

2017 26,006 km Gasoline Manual transmission

📍 Groningen

📞 ✉️ Order online



Citroen C1
1.0 e-VTi Style Edition Air conditioning / Bluetooth / Rear parking sensors / Extra tinted glass / Cruise control

€ 6.950,- incl. VAT

2015 57,023 km Gasoline Manual transmission

📍 white bridge

📞 ✉️ Order online



Skoda Citigo
1.0 Greentech Ambition Air conditioning / Bluetooth / Navigation via App / Cruise control

€ 9.750,- incl. VAT

💬

Introducing local components

Price ▼

By Unpleasant
0 € 80000 +

Brand ▼

Fashion model ▼

Mileage ▼

By Unpleasant
0 km 150.000 km

Year ▼

By Unpleasant
2014 2022

heycar.nl



Conversion bonus

Home delivery

Warranty over 12 months

Place ▼

Price ▼

Of to
0 € 80000 €+

Year ▼

Of to
2014 2022

Brand ▼

heycar.fr



Introducing local components

Price

By 0 € Unpleasant 80000 +

Brand

Fashion model

Select models

Mileage

By 0 km Unpleasant 150.000 km

Year

By 2014 Unpleasant 2022

heycaar.nl 

```
const SearchFormNL = (  
  <Panel>  
    <PriceFilter/>  
    <BrandFilter/>  
    <ModelFilter/>  
    <MileageFilter/>  
    <YearFilter/>  
  </Panel>  
);
```

Conversion bonus

Home delivery

Warranty over 12 months

Place

Zip code (ex. 75001)

Price

Of 0 € to 80000 €+

Year

Of 2014 to 2022

Brand

heycaar.fr 

```
const SearchFormFR = (  
  <Panel>  
    <OffersFilter/>  
    <ZipCodeFilter/>  
    <PriceFilter/>  
    <YearFilter/>  
    <BrandFilter/>  
  </Panel>  
);
```

Local pages or apps

heycar Fahrzeugsuche Deals Ratgeber Auto verkaufen Versicherungen Online Bestellung  

Jetzt kostenlos verkaufen

Erstzulassung*

Monat Jahr

Marke*

Bitte auswählen

Modell*

Bitte auswählen

Kilometerstand*

z.B. 65000

Fahrzeugstandort (PLZ)*

z.B. 42699

E-Mail-Adresse*

Telefonnummer

z.B. 021252087760

Ich akzeptiere die [Datenschutzerklärung*](#)

Auto verkaufen

Weiterleitung zu [carsale24](#)

Mein Auto online verkaufen

- ✓ Top-Preise durch Verkauf an Meistbietenden
- ✓ Stressfrei inkl. kostenloser Abholung
- ✓ Verkauf nur an geprüfte Händler

Kostenlos von zu Hause aus



Only in



Choosing the right abstraction

Start your search

Brand Model

ZIP code or city

Total price

0 € €50,000+

Search 78,096 cars

Individual local conditions

Price

By: Unpleasant

0 € 80000

Brand

Fashion model

Mileage

By: Unpleasant

0 km 150.000 km

Year

By: Unpleasant

2014 2022

Conversion bonus

Home delivery

Warranty over 12 months

Place

Zip code (ex. 75001)

Price

Of: to

0 € 80000 €+

Year

Of: to

2014 2022

Brand

Local components

heycar

jetzt kostenlos verkaufen

Erstellung* Jahr

Marke*

Modell*

Kilometerstand*

Fahrzeugstandort (PLZ)*

E-Mail-Adresse*

Telefonnummer

Ich akzeptiere die [Datenschutzerklärung](#)*

Auto verkaufen

Weiterleitung zu [carsale24](#)

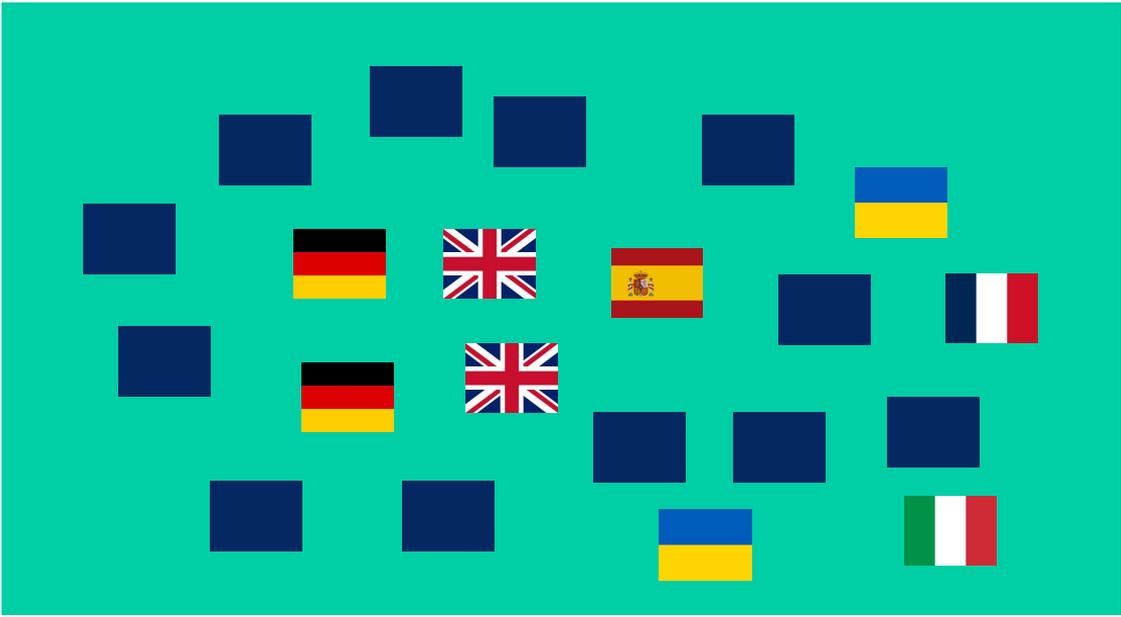
Mein Auto online verkaufen

- ✓ Top-Preise durch Verkauf an Meistbietenden
- ✓ Stressfrei inkl. kostenloser Abholung
- ✓ Verkauf nur an geprüfte Händler

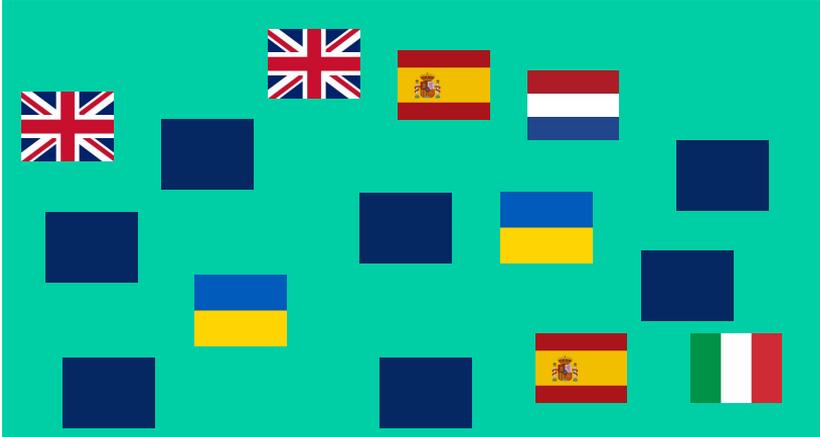
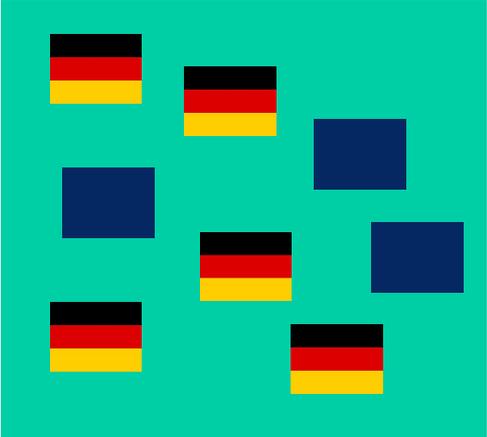
Kostenlos von zu Hause aus

Local pages or applications

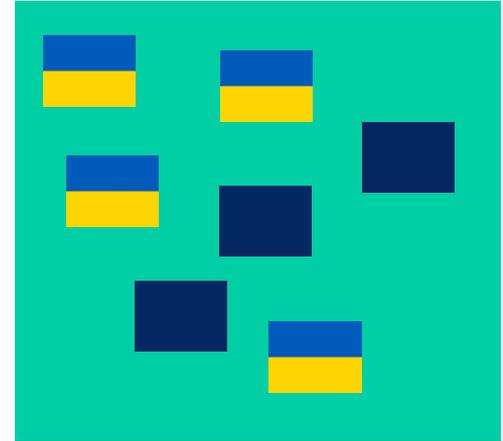
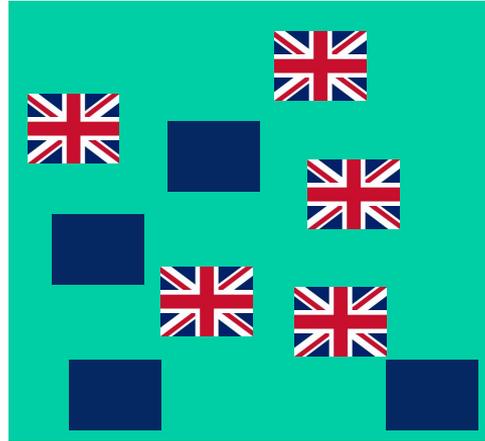
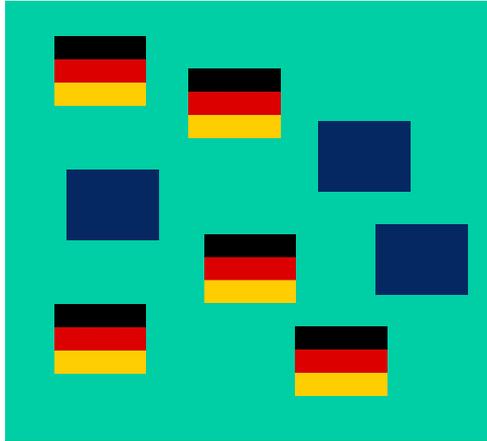
Zooming out - local and global components



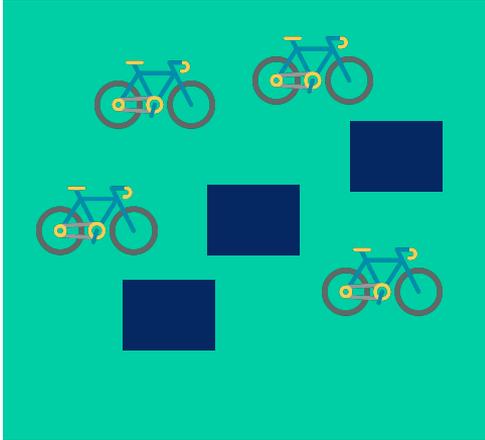
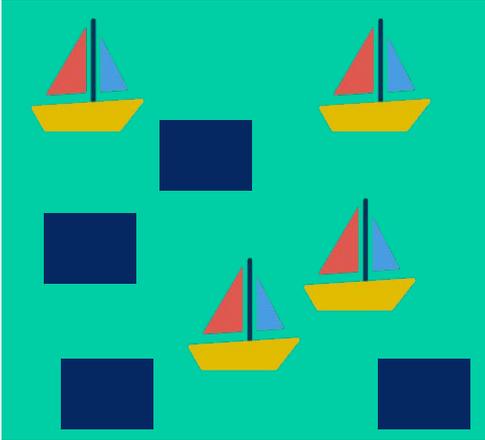
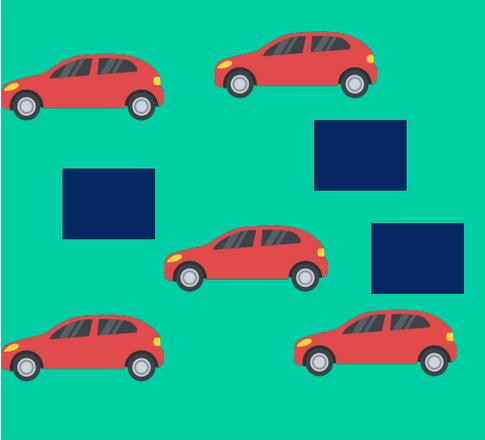
Zooming out - local and global components



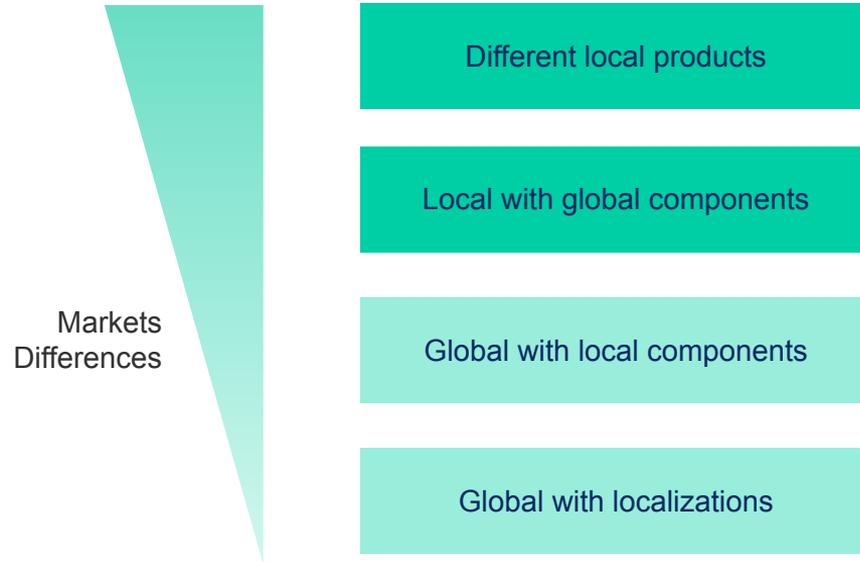
Zooming out - local and global components



Zooming out - local and global components



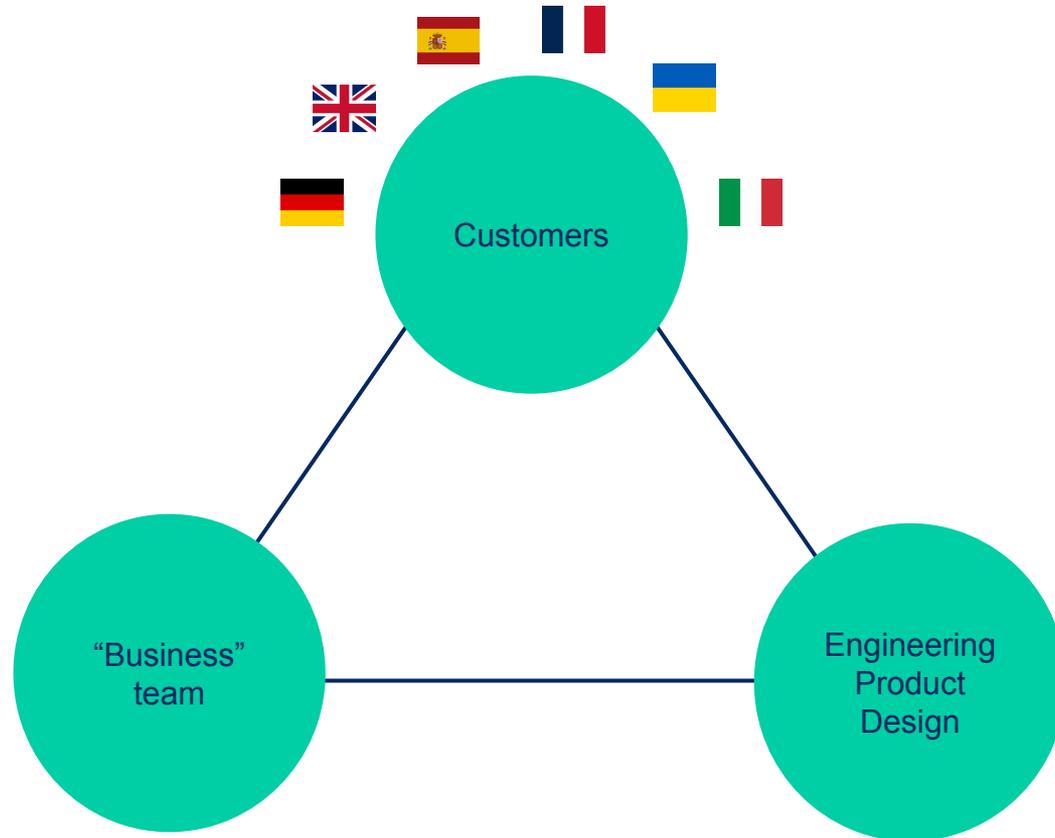
Choosing the right degree of localization



Understanding customer specifics



Understanding customer specifics



“Business” team structure

Customer Care

Sales

Business Dev

Marketing

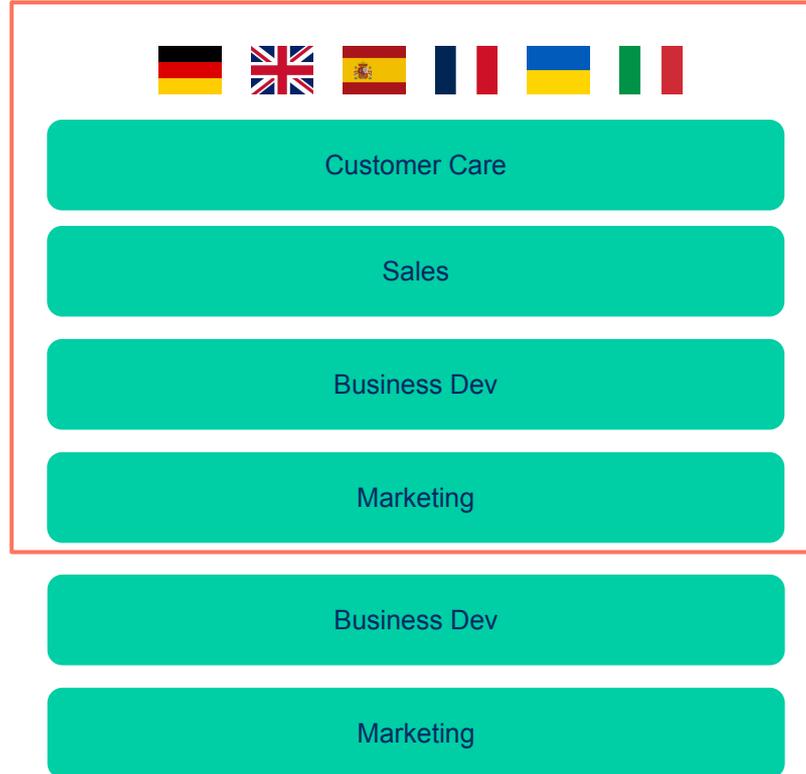
“Business” team structure



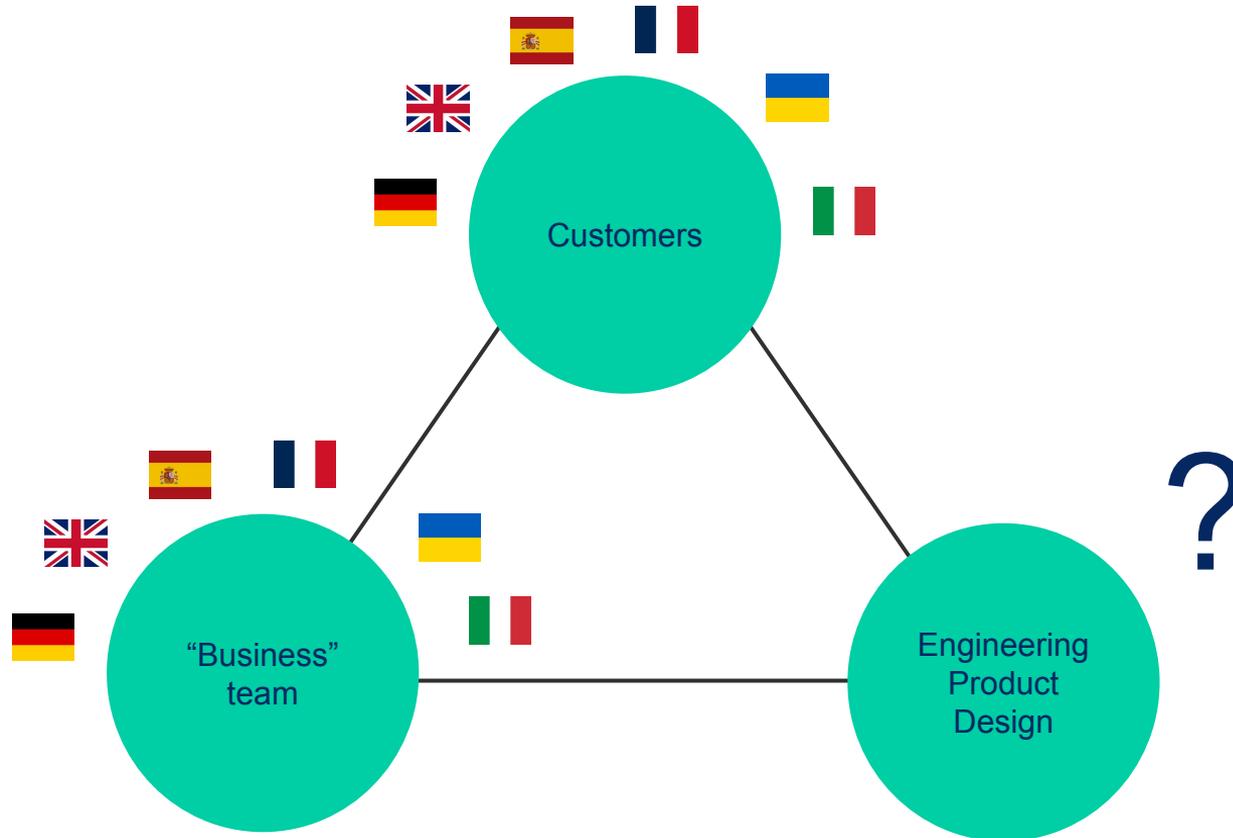
“Business” team structure



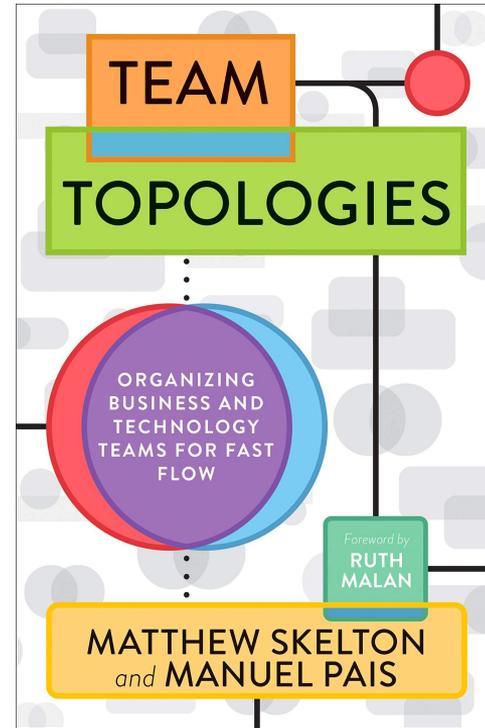
“Business” team structure



Understanding customer specifics

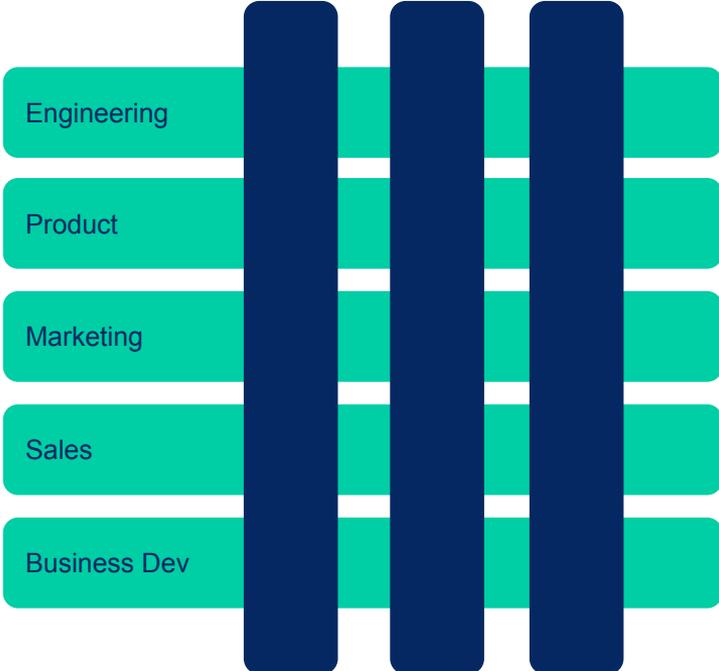


Cross-organizational value streams



Cross-organizational value streams

Classifieds Leasing Financing



Cross-organizational value streams



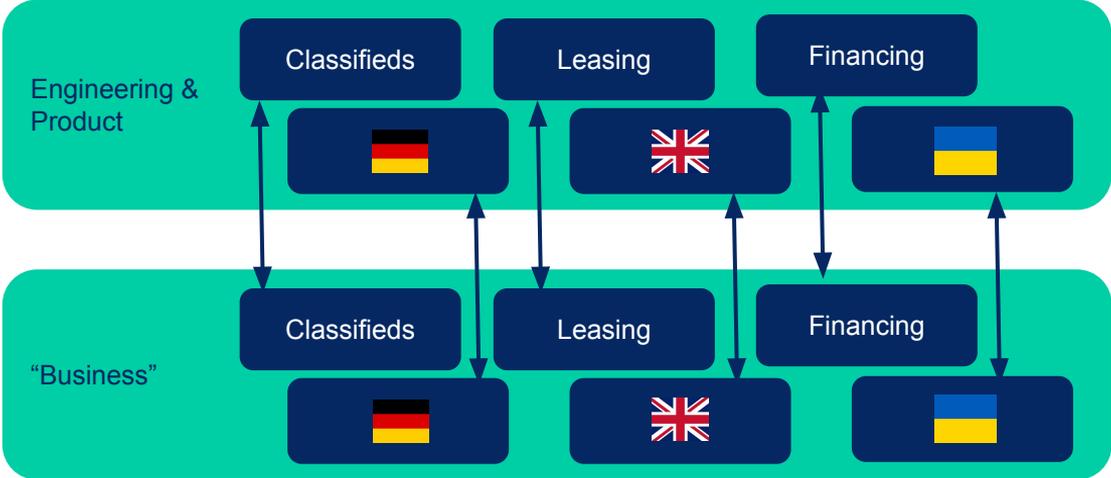
Cross-organizational value streams



Cross-organizational value streams



Cross-organizational value streams



Choosing solutions in synergy with markets differences

Markets
Differences



Product

Different local products

Local with global
components

Global with local
components

Global with localizations

Engineering

Independent local teams

Global and local
stream-aligned teams

Stream-aligned teams with
local product support

Stream-aligned teams

Organization

Separate local companies

Central with empowered
local business team

Central with local presence

Central global organization

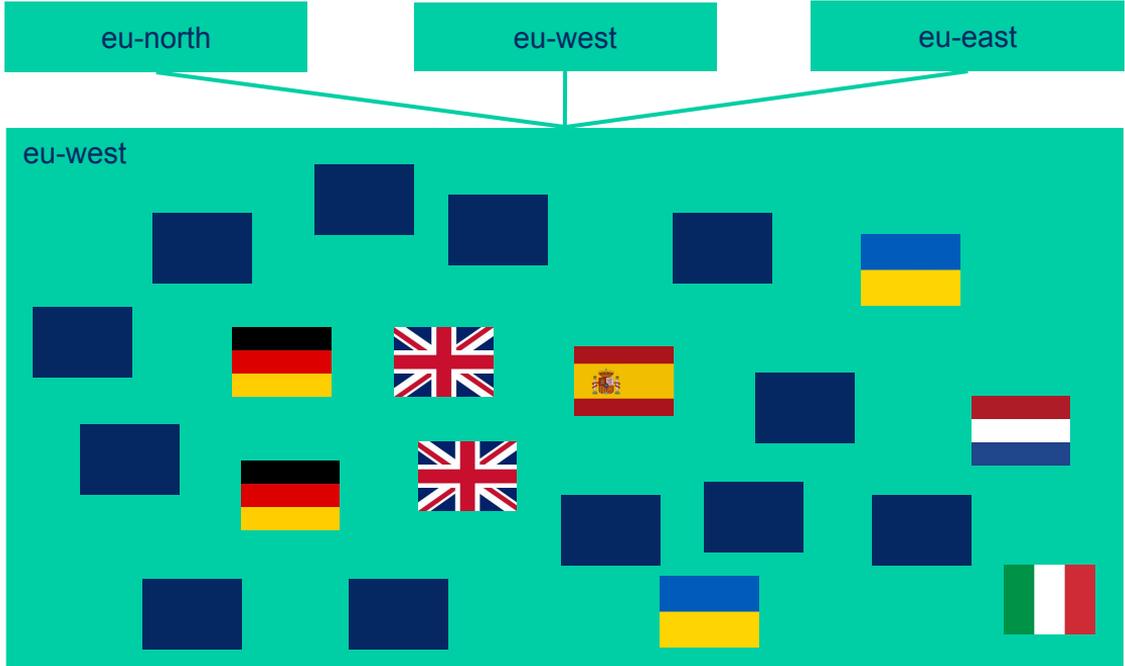


Thank you

Please reach out for any questions or feedback @ggonchar

Invisible localization - latency decrease

Cloud network acceleration

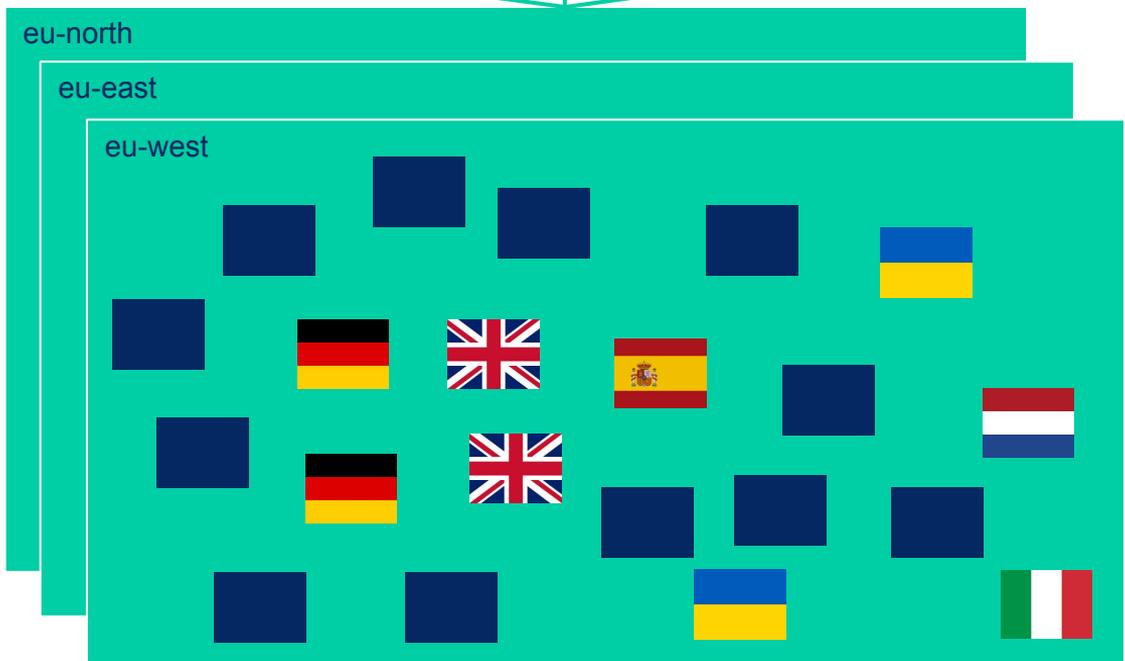


Invisible localization - latency decrease

Cloud network acceleration



Multi-region deployment



Invisible localization - latency decrease

