



How Movimento Reflashed 15,000 Vehicles in 21 Days

LEVERAGING THE PARALLEL REFLASHING CAPABILITIES OF THE PUMA LINE OF MOBILE HARDWARE, MOVIMENTO HELPED ONE CHICAGO-AREA OEM PLANT REFLASH 7 MODULES ON 15,000 VEHICLES IN JUST THREE WEEKS.

Managing vehicle fleets awaiting software reflashing is more than a logistical issue — it's a critical operational bottleneck.

OEMs often find themselves with thousands of vehicles waiting for updates scattered across multiple lots, creating a costly challenge as those vehicles take up valuable space and develop maintenance issues over time.

For dealers, shipping delays disrupt sales cycles and negatively impact customer satisfaction. In worst-case scenarios, improperly flashed vehicles that land on dealer lots create a wide range of safety, legal, warranty, and reputational damage risks for OEMs.

With software playing a larger role in the automotive industry, efficient reflashing processes have become a top priority. A reliable reflash partner guarantees timely updates, minimizes downtime, and preserves both the manufacturer's bottom line and reputation.

NOT JUST A SOFTWARE UPDATE

Movimento's PUMA line of mobile reflash hardware does more than update software; it proactively identifies vehicles with DTCs or health issues that require attention.

On this project, many of the vehicles were sitting for extended periods of time. Movimento identified vehicles with DTCs and other health issues, such as low battery charge (<60%), saving the customer time and money by catching these issues ahead of time as part of the reflash process.



Movimento's Nuvolo Cloud technology allows customers to view overall production metrics by day, week, or month at a glance.



The PUMA line of mobile reflash hardware facilitates quick, easy vehicle reflashing via the vehicle's OBD port.

Challenge

A major OEM plant in Chicago with 15,000 vehicles that needed reflashing contacted Movimento after hearing about Movimento's successes at other facilities.

The OEM vehicles were scattered over multiple lots, with some requiring additional servicing beyond reflashing.

The reflash scope involved seven modules, including gateway, door, and processing modules, with the gateway in particular requiring a full hour to reflash. Before Movimento arrived on site, the OEM was flashing the modules sequentially, requiring significant extra time.

Also, the manufacturer needed a production and quality reporting system that complemented its existing quality management system.

Previous reflash contractors had emailed CSV spreadsheets to track production, which, in addition to being prone to manual errors, required extra data entry and administration efforts.

Solution

After initial contact in early June, Movimento worked with the OEM team to plan a program capable of reflashing hundreds of vehicles daily. Two core elements of the project addressed the OEM plant's challenges:

- Movimento's proprietary PUMA hardware allowed for parallel reflashing, significantly reducing individual vehicle flash time.
- Movimento's Nuvolo Cloud eliminated the human error and inefficiencies associated with spreadsheet-based reporting.

BY THE NUMBERS

Vehicles Reflashed
15,000

Total Movimento
Days on Site
21

Modules Flashed
Per Vehicle
7

Results

From the time the plant contacted Movimento and provided the scope, it took approximately one week of planning, coordination, and travel to land Movimento's team on site.

Utilizing Movimento's existing resources in the area, the team quickly scaled up to 20 skilled technicians working across multiple lots. With the majority of those technicians being local, the plant saved significantly on travel and remote living expenses.

The game-changer in terms of increased production and efficiency was Movimento's ability to parallel reflash the seven modules requiring updates. In the hour it took to flash the gateway module, Movimento also flashed the other six modules. And, with 120 PUMA units deployed to site, technicians could also flash multiple vehicles concurrently. This represented an enormous efficiency gain, with the plant accustomed to sequential reflashes that required a 1:1 vehicle-to-technician ratio.

The Movimento team achieved a remarkable milestone, completing the reflash of all 15,000 vehicles in a mere 21 days from the time the first technician stepped on site.

Using the Nuvolo Cloud for project reporting and tracking with 100% traceability, the customer could view and download their reflash data on demand, avoiding spreadsheet-based reporting inaccuracies and delays.

Additionally, Movimento proactively identified multiple vehicles suffering from health issues such as DTC codes and low battery, allowing the customer to address those problems immediately.

Following Movimento's rapid and successful conclusion of the original 15,000 vehicle scope, the OEM proposed a new project with different requirements. Movimento responded by quickly adapting its toolset and processes on-site to manage the new scope and initiated work immediately.

Average Number
of Reflashes Per Day

714

Most Vehicles
Reflashed In a Day

1,111

Total Number of
Technicians on Site

20

Number of PUMA
Devices on Site

120

ABOUT MOVIMENTO

Whether you're looking for preproduction, in-plant, or emergency reflash services, Movimento can help solve your flash and reflash challenges.

Visit movimentogroup.com