

Polaris International Generated 3,000+ Monthly Deals in 40+ Countries with a Dealer Portal.

POLARIS

360CaseStudy

THE SCOPE

Polaris' mission statement is to **'THINK OUTSIDE'**, which has driven their powersports auto-brands forward for over 65 years across product breakthroughs and enriching experiences that help people work and play outside.

With their leadership focus, Polaris believe there is a responsibility to keep pushing the industry forward and there are always more people in more places who could benefit from an invitation to **THINK OUTSIDE**. Their strategy is to do this is by focusing on staying ahead of their customers' needs to deliver elevated experiences. Therefore, it was no surprise that Polaris wanted to bring the same approach to their network of international dealers. After all to meet their customer needs they also had to align their dealers and offer them an enhanced experience to support brand alliance and successful sell-through.

THE CHALLENGE

This was challenging since Polaris International work with many different dealers in many countries with different focus across their diverse portfolio of off-road and on-road products. They wanted to ensure they had the ability to deliver highly relevant information and enriching experiences internationally to all dealers - whatever their location, type, and time zone! Working with and across this diverse international [ecosystem](#) of dealers, there was a need to deliver a highly relevant and frictionless dealer portal experience.

THE SOLUTION

360insights designed and implemented a [high impact dealer portal](#) offering a unified experience for the international dealer community including both Polaris and Indian Motorcycle resellers.

- It is configured to be able to scale to support multiple brands, product lines, territories, and languages
- It delivers relevant content to dealers by type and region, in a timely manner
- And significantly, the portal was launched simultaneously and integrated with Polaris' roll out of MS Dynamics CRM to ensure frictionless opportunity management to maximize the sales cycle

THE RESULT

After an initial roll out to 5 primary countries, the Polaris International Dealer Portal now supports a dealer community in over 40 countries with thousands of opportunities managed through the portal every month. Its ability to scale and support the network through the personalization of content based on dealer profile, location, service, persona, role, and preferences delivers an optimal experience for all participants. It ensures better product alignment, sales focus, and engagement, and the dealer portal is now an integral part of the company's expansion into new regions.



AUTOMOTIVE DEALER PORTAL

COMPANY

Polaris International

INDUSTRY

[Automotive - Manufacturing](#)

BUSINESS OUTCOMES

- Increase Engagement
- Consolidate User Experience
- Improve Experience
- Centralize Ecosystem Orchestration

PRODUCTS USED

• [Go-to-Market Portals](#)

THE SUCCESS

40+

countries included in the community

3,000+

deals supported monthly

1,000+

active dealers

The portal's ability to automatically govern who sees what according to their dealer profile, their role and their preferences stimulates engagement for all our dealers around the world.

Nazir Esmail

Regional CIO, Polaris International



ARE YOU ON THE RIGHT PLATFORM
TO SUPPORT YOUR CHANNEL?



360insights
how it all makes sense.