



Chaparral Motorsports races towards Omni-Channel success

“We are enhancing our eCom-merce capabilities using Perfon as the backbone for all product information. All our product data will be extended within Perfon to our main website and additional unique online mar-kets, such as Amazon and eBay. Perfon helps us segment our data very easily without creat-ing new instances of the data. This is a huge component to our success”



Crystal Ashby,
VP of Marketing,
Chaparral Motorsports

Challenge

Before Perfon, Chaparral managed 3 sets of product data – that were essentially the same data: A web database, it’s ERP and the source of data that only lived in the InDesign and Quark files used for printing. It also maintained two assets databases for web resolution and print resolution images. Two teams managed this same dataset differently, which re-sulted in resource inefficiencies and data discrepancy.

Solution & Benefits

At Chaparral Motorsports, the Perfon Product Information Management PIM solution is cen-tral to:

- Managing more than 300,000 SKUs
- Supplying product data to Amazon, eBay and Chaparral-Racing.com
- Back-office integration with Microsoft Dynamics NAV with Release2NAV
- Maintaining parts information amongst 15,000 different motor cycle models (“e.g., breaks to suit the BMW R50 from 2004”)
- Publishing a yearly catalog of 300 pages and a number of campaign catalogs within different fields (motor cycle events, ATV catalog etc.)
- Producing in-store signage

With Perfon, Chaparral has been able to reduce in-store signage production from 2-weeks to 3-hours



Speed always wins

The implementation of Perfon PIM was completed within 3 weeks:

“A fast implementation was key”, Crystal Ashby, VP of Marketing, explains. “It was really important for our organization to get early and quick results so we could continue to build on top of our success”



Not only was the implantation fast, but significant improvements are showing quickly as well:

“With Perfon we’ve been able to reduce in-store signage production from 2-weeks to 3-hours. This is critical given that our business is very seasonal and event driven. The PIM system makes us able to produce new promotional content in much quicker turns”

Revving up the Omni-Channel future

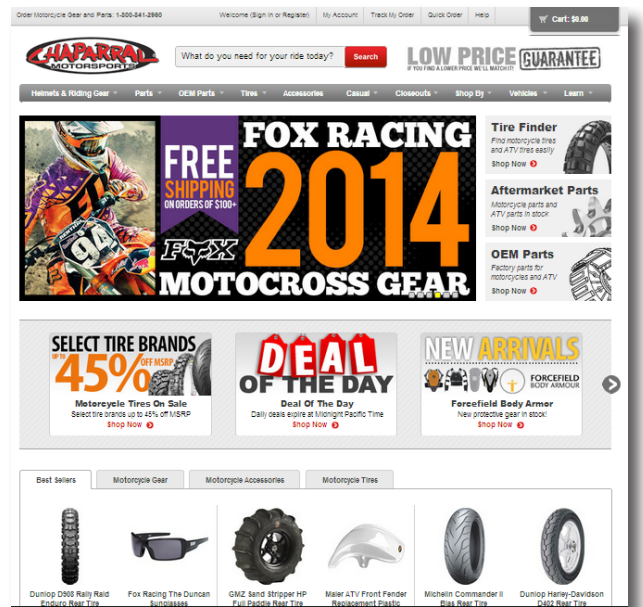
Chaparral Motorsports is not stopping with just print efficiencies - their plans are going far beyond print:

The entire eCommerce strategy will benefit from the ability to manage product information with much more precision than in the past. The product data can be extended within Perfon directly to the main website and additional unique online markets, such as Amazon and eBay. Perfon makes it easy to segment Chaparral’s data without creating new instances of the data. Since Chaparral currently staffs ten people in the tool, eliminating any chance of data duplication or inaccuracies is critical.

Back-Office meets Front-Office

Chaparral’s IT has also embraced the goal of maintaining one instance of data. With Perfon’s built in NAV Release module, users will be able to seamlessly update data in both systems concurrently in one simple process:

“With the integration to the Dynamics NAV platform we can keep our storefront and ERP completely in sync. We expect to generate real efficiencies and solid reporting from this”, says Crystal Ashby.



All Chaparral’s product data will be extended within Perfon to the main website and additional unique online markets, such as Amazon and eBay

About Chaparral Motorsports

Chaparral Motorsports is recognized as one of the largest motorcycle accessory and vehicle dealerships in the US.

The company started in 1980 as a small dirt bike parts business and has today grown into a 160,000 sq. ft. multi-line motorcycle and ATV mega store plus a large webshop that sells just about everything you would need for motorbike riding.

www.chaparral-racing.com

About Perfon

Perfon is a 100% standard Product Information Management (PIM) solution for companies with a complex product structure or need for multi-channel, multi-language communication. With Perfon you get a single source of truth for product information which gives you control of all product data wherever they are applied. Perfon has a documented return on investment of less than a year.