



Polaris Leverages Digital Marketing Dashboard Framework to Put Marketing Dollars to Better Use

Customer: Polaris Industries

Web Site: www.polarisindustries.com

Company Size: 1000 employees

Industry: Manufacturing

Partner: GNet Group

Partner Web Site: www.gnetgroup.com

Customer Profile:

A leader in the powersports industry, Polaris Industries manufactures high-quality and high-performance recreation and utility vehicles.

Solution:

Polaris teamed with GNet Group to implement a digital marketing BI dashboard that delivers aggregated data, valuable insights and analytical tools to improve marketing performance and decision-making.

Software and Services:

GNet Group

- Digital Marketing Dashboard Framework

Webtrends

- Webtrends for SharePoint
- Webtrends Visitor Data Mart

Microsoft

- SQL Server 2008 R2
- SQL Server Analysis Services
- SQL Server Integration Services
- SharePoint 2010
- SharePoint for Internet Sites
- PerformancePoint Services for SharePoint 2010

For more Information contact:

Greg Fair, Business Development Manager

GNet Group

Greg.Fair@gnetgroup.com

D: 651-604-5716

"With GNet's digital marketing dashboard up and running plus our strategic roadmap, Polaris has the means and motivation to really excel at BI."

Kim Weckert, Web Applications Manager, Polaris Industries

Summary

Polaris Industries is legendary among powersports enthusiasts and across the industry for enabling exciting outdoor experiences via high-quality, high-performance recreation and utility vehicles. Today, the company isn't allowing any off- or on- roadblocks on its way to Business Intelligence excellence. Teaming with GNet Group, Polaris is building the technology foundation and best practices for strategic enterprise-wide BI to help the company improve performance and customer engagement. Polaris currently leverages GNet's Digital Marketing Dashboard Framework, built on Microsoft's BI stack, to gain accurate aggregated data about sales and marketing performance as well as customer buying patterns across multiple channels. These actionable marketing insights – delivered in real-time and with self-service BI – are helping Polaris assess return on marketing investment, develop effective sales and marketing strategies and enhance the customer shopping experience.

Business Needs

Begun in the mid 1950's, Polaris Industries designs, engineers, manufactures and markets off-road vehicles, including all-terrain vehicles, snowmobiles and motorcycles for recreational and utility use. The company is renowned across the powersports industry and among rider enthusiasts for its high-quality and high-performance vehicles and dedication to providing the ultimate riding experience.

In keeping with its record for innovation, Polaris embraces leading edge information technology to run its business competitively and effectively. Prime examples are the company's website and digital marketing program which have become indispensable components of the business. They not only contribute to the bottom line and brand, but also enhance the strong connections Polaris maintains with its customers, dealers, distributors and internal stakeholders.

However, as its online audience, site and digital marketing program have grown, it was getting harder for its sales and marketing teams to deal with the diversity and volume of information flowing from the company's various disparate systems. In addition to siloed information and differing sources of the truth, the teams were constrained by a lack of data standards and a reliance on IT for reporting.

These conditions were also making it a real challenge to execute effectively on critical analytics tasks, e.g., understanding online customer behavior, assessing sales and marketing performance and identifying return on its multi-channel marketing investments, which, in turn, tested the team's

ability to make informed decisions. The time was right for making strategic business intelligence (BI) a reality at Polaris.

"We already had top notch sales and marketing staff and systems pulling in online analytics across multiple channels," says Kim Weckert, Web Applications Manager, at Polaris Industries. "What we needed was a BI solution that would bring our people and all the data together with a single source of the truth, and arm us with flexible, easy-to-use tools and best practices for better decision-making," Weckert explains.

Solution

Polaris turned to GNet Group, a leading BI solution and services provider and a Microsoft Gold Certified Partner, to help the firm build a principal BI strategy and deliver its first departmental BI solution.

GNet's commitment to solving the 'Digital Marketer's Dilemma' with its pre-built Digital Marketing Dashboard Framework (DMDF) was a chief draw for Polaris.

With GNet's guidance and team collaboration, Polaris adopted an overarching BI strategy that is based on the following pillars: governance; agile delivery; consistent processes and toolsets; standardization;

self-sufficiency and self-service.

This fundamental milestone combined with the fact that GNet leverages best-in-class Microsoft BI products and DMDF is an enterprise-ready marketing intelligence solution, made the implementation work ahead a whole lot easier.

For the solution's underlying foundation, GNet leveraged core components of the Microsoft 2010 BI stack including: SQL Server 2008 R2, analysis services and integration services; SharePoint 2010; SharePoint for Internet Sites and PerformancePoint Services for self-service visual analytics and dashboards.

GNet Solution for Accelerating Marketing BI

As an accelerator for marketing BI, GNet's DMDF has pre-built interfaces for a variety of leading online analytics solutions to gather and aggregate data as a single version of the marketing truth, which is surfaced in unified, self-service dashboards.

Fully customizable and rich with tools, the dashboard provides users with pre-set and adaptable data views to assess and track multi-channel performance as well as capabilities to easily slice and dice the data to draw essential correlations, e.g., among various

customer touch points and between marketing spend and return.

Built as a framework, implementing and tailoring it to meet Polaris' unique marketing requirements was quick, easy and cost-effective.

Today, data from the firm's online analytics sources, including Webtrends, ExactTarget and Microsoft Dynamics CRM, is now automatically and continuously aggregated, and the resulting key insights, together with tightly focused key performance indicators, are directly accessible to Polaris marketers via a self-service digital marketing dashboard.

Benefits

With the GNet solution onboard, the game is changing for the Polaris sales and marketing team. Previous constraints, such as having to depend on IT, struggle with yesterday's spreadsheet and make guesses about the state of the funnel, have been eliminated or minimized. The game is now about opportunity, action and results – from instantly pinpointing a cross-channel trend to adjusting spend to improve effectiveness.

"Integrating data from our multi-channel data sources and providing it in a dashboard has helped us make important correlations between marketing spend and return which was not possible before," states Weckert.

Armed with essential insights and self-service tools, staff at the company are now empowered and motivated to positively influence key sales and marketing strategies and tactics, such as: channel optimization, consumer engagement, campaign effectiveness, conversions, and pipeline health, etc.

Furthermore, experience with the new digital marketing solution is providing proof and impetus for adopting deeper and broader BI at Polaris.

The ultimate gain is that Polaris is now able to put marketing dollars to good use.

About GNet Group

Founded in 2005, GNet Group is a Microsoft Gold Certified Partner with competencies in Business Intelligence (BI) and Digital Marketing. GNet's rapidly growing BI and SharePoint Practices help decision makers drive business performance, while also enforcing corporate governance. With deep experience in enterprise solution delivery and unparalleled best practices expertise, GNet enables organizations to successfully implement end-to-end solutions encompassing: BI Strategy; Data Warehouse Architecture; Data Analytics; Dashboards; Scorecards; Content Management & Search; SharePoint Governance; Collaboration; Forms & Workflows. GNet Group is headquartered in St. Paul, Minnesota, with offices in Dallas, Texas, and Pune, India. For more information, contact sales@gnetgroup.com or visit www.gnetgroup.com