CASE STUDY:

TRIUMPH MOTORCYCLES
eCommerce Fulfilled™ Powers Triumph Motorcycle's New B2C Channel

TRIUMPH HIGH PERFORMANCE MOTORCYCLES — SINCE 1902

APPAREL | MERCHANDISE   LOG IN   MY ACCOUNT   CART   Search

Please Select Your Dealer — Your State

Celebrate in Style

110TH ANNIVERSARY COLLECTION

SHOP NOW

http://shop.triumphmotorcycles.com/

TRIUMPH

eCommerce™ Fulfilled

THE CHALLENGE: Triumph Motorcycles has been a leading motorcycle manufacturer for over 110 years, producing iconic bikes that perfectly blend design, character, charisma and performance. Building around 50,000 bikes per year, Triumph is the UK's largest motorcycle manufacturer and has over 750 dealers worldwide.

Triumph sought to further expand sales by offering a B2C website to augment and complement their already thriving brick and mortar dealership model. At the heart of Triumph's philosophy is a commitment to developing truly unique motorcycles that offer intuitive handling and performance. Triumph wanted to deliver that same approach while launching a new website to support their B2C product line in the North American market.

However, there were a variety of sub-factors for Triumph to consider while taking on the challenge of launching a new website.

To meet the challenge of launching their new website, Triumph required the following:

- Find a solution that offered an easy-to-use online platform that works in tandem with a logistics provider to support the transition of their new business segment

- Choose a solution that could create a centralized catalog that supports the entire scope of Triumph's B2B and B2C product line

- Strengthen the relationships with each of the independent 200+ North American dealers by implementing a system that supports and complements their dealer model, rather than undermine it

- Select a platform that ensures ease-of-use and simultaneously offers innovative technology that can handle the incessant changes and trends in the eCommerce landscape

BRIDGELINE® digital

Bridgeline Digital is a developer of an award-winning Web Engagement Management platform and related interactive solutions that help customers leverage best in class web-based technologies to achieve their business objectives.

The iAPPS Platform is an innovative SaaS solution that deeply unifies web Content Management, eCommerce, eMarketing, and web Analytics capabilities into the heart of websites, online stores, intranets, extranets or portals – enabling users to swiftly enhance and optimize the value of their web assets. iAPPS Content Manager is a CODiE winner for the Best Content Management Solution, globally.
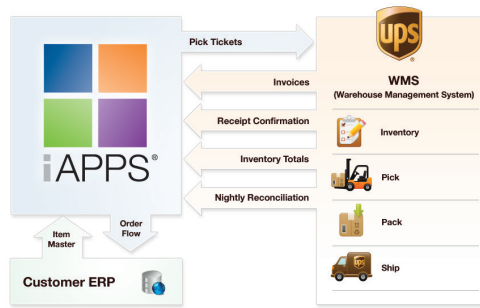

eCommerce Fulfilled™ covers you from customer conversion to pick, pack and ship...we handle it all.

THE SOLUTION: Triumph selected the eCommerce Fulfilled™ solution offered by Bridgeline Digital and its iAPPS platform, in conjunction with UPS Logistics to power its B2C business. This combination of products and services supports Triumph's team from the point of engagement and purchase to delivery… guaranteeing coverage of their eCommerce efforts from click to ship.

The iAPPS platform even handles outside customer purchases originating from Amazon.com. With iAPPS, Triumph is getting the best of both worlds; a direct B2C website as well as continued access to Amazon.com's vast customer base. Reporting and analytics of those sales are processed through the iAPPS platform and fulfillment of the Amazon orders are handled by UPS logistics, providing a more cost-effective, single view of all eCommerce activities.

The new website channel benefits the independent dealers in North America as well. Bridgeline implemented a system that enables Triumph to assign and credit sales of their B2C products to dealers based on customizable and automated fields. "The good part for dealers is they don't have the risk of inventory, stocking warehouses, hiring warehouse workers, shipping items and maintaining the website, but they still get profit-sharing," says Matthew Sheahan, Triumph's Vice President of Sales and Operations.
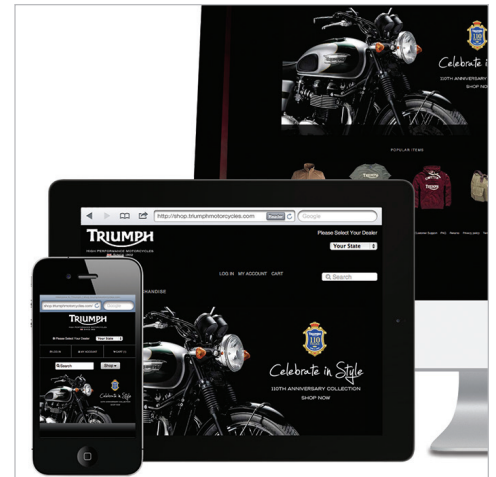
By implementing Responsive Design, Triumph's website is accessible to customers anywhere, no matter what device they're using.

THE RESULTS: The unification of Triumph's B2B and B2C product line into one, singular catalog; inclusion of the Amazon marketplace; and incorporated incentives for independent dealers just scratch the surface of all the benefits offered by the eCommerce Fulfilled™ solution. For example, the capabilities of the iAPPS platform help Triumph seamlessly bypass tedious aspects of running an eCommerce business, such as automated Return Merchandise Authorization (RMA) functions for processing returns and effective inventory management. "Bridgeline Digital has created a user-friendly solution that helps make Triumph's eCommerce business successful," said Sheahan.

Furthermore, Triumph's web properties were built using Responsive Design, a mobile-friendly approach which enables websites to detect the size of a visitor's viewing screen and trigger content to automatically adjust to fit that screen size. By implementing Responsive Design, Triumph's product line appears clean and is accessible to customers anytime, anywhere, no matter what device they are using.

"At Triumph, we have unique requirements because of our brand promise and product offering, and the importance of delivering a seamless customer experience both online and in local Triumph dealerships." said Sheahan. "Bridgeline was able to take those requirements, interpret them, and deliver a website that we believe will drive online sales while enhancing the customer's overall experience with Triumph."

Visit us at **BridgelineDigital.com** or call **800.603.9936** for more info.

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