Motive Retail helps BRP raise the bar on Retail Network Data

Fast, Simple, Connected.

▶▶ Motive and BRP Driving Network Data Excellence

Trust is a BRP core value, and the cornerstone to every effective partnership. BRP extends this value philosophy to its dealer network by enabling transparency to data across its systems. Whether the data is fueling business processes like parts ordering or lead distribution, or business intelligence across the dealer network, BRP invests in precise systems integration to ensure the exchange of timely, accurate and relevant data.

The Systems Diversity Challenge

BRP understands that the dealer knows best how to operate their dealership, which includes selecting the most suitable dealer management system (DMS) to manage those activities. However, for data to flow seamlessly and accurately across the retail network, the various systems must adhere to a common set of data exchange protocols - including technical, business and communication standards.

▶▶ Challenges

A decade ago, exchanging data with BRP was largely done on BRP web interfaces that dealer staff needed to access outside of the core DMS. Other monthly reports and data that enabled KPI measurement and incentive payouts were sent over unoptimized and less secure means like email and FTP transfer. The divergent processes and multiple user interfaces (UIs) opened up both parties to the risk of incomplete data or mistakes.

For many years BRP has realized that a subset of non BRP certified systems were being used by their dealer network. Over the past 12 months, BRP took action to build relationships with each system and to offer an invitation certify their applications and become BRP DCP certified. For BRP, the importance of staying keen on their value of providing their dealers choice was top of mind. The influx of new system relationships added an additional 10 DSPs to the BRP network, and with that bolstered the need for an efficient streamlined certification process.

▶▶ Solution

BRP knew there was a better way, and engaged Motive Retail, the automotive industry's expert in B2B systems integration to help. Using expertise from thousands of DMS-to-OEM integration projects and its proven certification automation platform: Certify, Motive Retail stepped in and helped BRP establish a robust certification process that provides all parties an efficient transparent way of managing the DSP certification process.

▶▶ Results

Each of the BRP API integrations are hosted on Motive Integrator's automated integration platform: Certify, providing the DSPs a consistent way to access and implement integrations. **Certify helps provide precise integration by offering:**

● **24/7 Automatic Testing**

24/7 access to testing tools and support.

● **Round Trip testing & Real-time Feedback**

Unit and round trip testing and real-time development feedback.

● **Dashboards and Reporting**

Project management dashboards and reporting so all parties can track project status at any point.
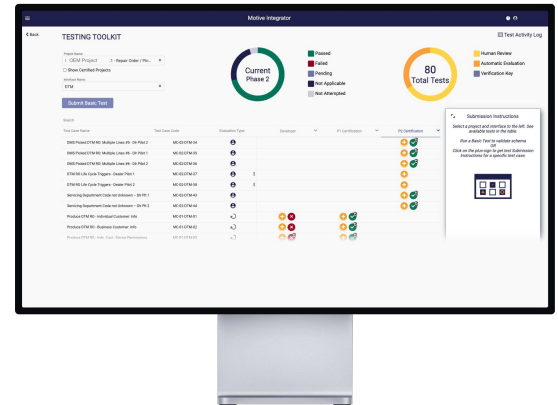
● **Real-time Access**

Parts APIs enable real-time access to master data, OEM and other dealer inventory, and the ability to place, and alter orders, and check order status.

● **Actionable Insights**

Retail data from dealers is aggregated and analyzed to give dealers actionable insights to make stores more profitable.

● **Quick Leads Follow Up**

Leads generated on BRP's brand sites are sent directly to dealers' CRM or LMS systems for quick follow up and to better manage dealer incentive programs.

Developers have 24/7 access to testing, and can submit unlimited "practice" unit, or full use case tests. Managers can log in to the Testing Toolkit and easily see what tests have been performed, what's failing, what's passing, and what's left to complete the certification process.

> *Working with Motive Retail has been a game changer over the years, without their robust Certify system, BRP would have spent a lot of time to keep up with the demand of dealer system certification. The Motive team is sensible to our reality and has the expertise and ideas to help us reach our objectives. Looking forward to continue this collaboration!"*

Stephan Sawchuk
Manager of Dealer Technologies

▶▶ IT'S TIME TO TRANSFORM YOUR BUSINESS. LEARN HOW MOTIVE RETAIL CAN HELP.

Motive Retail

Motive Retail helps integrate dealer systems in the fastest, easiest, most secure and compliant way possible.

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