



## Case Study

**POLARIS**  
Think Outside

# What matters to Polaris is delivering better employee and dealer experiences

**Do what matters**

Polaris Inc. is a global leader in powersports, organized into three businesses: off road, on road and marine. Dealers need to be empowered to continually improve the customer's ownership experience through exceptional sales and service.

With its migration to [Microsoft Dynamics 365](#), Polaris gained process efficiency and insights at their fingertips for better visibility of orders to improve relationships with dealers and customers. Through a user-friendly portal, Polaris dealers can order vehicles, parts, accessories and apparel and receive timely, reliable alerts and notifications directly from the ERP platform. This one-stop shop makes it easy for them to manage their orders, invoices and shipment status.

Dynamics 365 also saves time for Polaris employees at headquarters, especially the IT team. "We can focus on improving and looking at new functionalities or business processes rather than trying to fix things," says Sonia Reverchon, ERP program manager at Polaris.

## Business situation: Limited information for dealers and customers

When dealers logged into the old order portal, they had to navigate to multiple places. Once they'd selected items and placed orders for motorcycles and ATVs, parts and accessories, winter layers or riding gear across various systems, the portal didn't let dealers track shipments or show delivery timing – information they wanted to share with their customers.

Polaris had been running a highly-customized version of Microsoft Dynamics AX without support and needed to upgrade its ERP to improve reliability and employee experience, as well as accommodate growth. Leaders were looking for a partner with proven solution and change management capabilities. They wanted to reimagine business processes using modern tools, hosted in the cloud, with features and functionality beyond those of Dynamics AX out of the box. They also wanted automatic updates to keep the innovation at Polaris on track. Employees in different functions no longer wanted to go to different systems, then try to choreograph information to deliver a better customer experience.

"Ultimately, the goal for our employees is to have a modern interface that can be used to maximize their work; it's to have better capacity and analytics to make the best decisions; it's to have a tool that can allow us to better collaborate and communicate with each other," says Laurent Kuhlmann, CFO for EMEA and Asia Pacific at Polaris.

**Company Name:** Polaris Inc.

**Company Size:** 16,000

**Country:** Switzerland

**Industry:** Automotive, Manufacturing

**Solution:** Microsoft Dynamics 365, Microsoft Power BI

## Solution: Riding hard for dealers and IT

We started the program by identifying key pain points to address using Avanade Intelligent Enterprise Solutions (AIES) – a strategy that fuses the knowledge, assets and products of Accenture, Avanade – a joint venture between Accenture and Microsoft – and the Microsoft ecosystem to deliver business process-driven digital transformation. A hybrid agile methodology through the [Avanade Delivery Framework](#) helped us execute reimagined business processes. Collaboration between Polaris and Avanade, and the agility to make decisions together, were crucial.

"We're talking about technology, but the human factor is very important," says Bertrand Demaison, business development executive at Avanade.

**"ERP has the stigma of being very long, slow projects. At Polaris, we like to run marathons as if they were sprints, and Avanade was able to run with us. They have accelerators. The AIES business process modeling tool allowed us to harmonize global processes with a framework that allowed us to accelerate the delivery and the quality of the project."**

– Nazir Esmail  
CIO, International Business Unit, Polaris

Scrum teams engaged Polaris stakeholders and Avanade experts to set up Dynamics 365 based on Polaris' business requirements. In addition to the ERP platform, we created a portal where dealers can combine vehicles, parts, accessories and branded clothing in one order.

The new ERP solution also manages financing authorization and invoicing, order fulfillment and shipping.

## Results: Accelerated solutions and value delivery

Dealers now have seamlessly integrated, real-time information on the customers' products from the day they're built to the day they're delivered. "It helps the communication cycle all the way from manufacturing right through to the end customer," says Grant Bester, vice president, international at Indian Motorcycles, a division of Polaris.

"Looking at how our business leaders make decisions, we have information at our fingertips, and it's all exposed through easy-to-consume dashboards through [Microsoft Power BI](#). This has allowed us to also accelerate our decision-making, which in this fast-paced environment is critical to retain that market share leadership that we have today," says Esmail.

Dealers and employees have access to information that helps them do their jobs more easily, whether it's sales and operations planning, finance and closing at month-end or inventory management. This project also enables Polaris to stand true to its corporate culture and deliver a hassle-free ownership experience to customers.

## About Polaris Inc.

As the global leader in powersports, Polaris Inc. (NYSE: PII) pioneers product breakthroughs and enriching experiences and services that have invited people to discover the joy of being outdoors since our founding in 1954. Polaris' high-quality product line-up includes the Polaris RANGER®, RZR® and Polaris GENERAL™ side-by-side off-road vehicles; Sportsman® all-terrain off-road vehicles; military and commercial off-road vehicles; snowmobiles; Indian Motorcycle® mid-size and heavyweight motorcycles; Slingshot® moto-roadsters; Aixam quadricycles; Goupil electric vehicles; and pontoon and deck boats, including industry-leading Bennington pontoons. Polaris enhances the riding experience with a robust portfolio of parts, garments, and accessories. Proudly headquartered in Minnesota, Polaris serves more than 100 countries across the globe. [www.polaris.com](http://www.polaris.com)



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**About Avanade**

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