



# Ducati

## Full throttle with iPad.

Ducati built an iPad app for in-house use that makes all the difference when it comes to engaging customers in a personalised sales experience and sharing what's new in the Ducati world.



### Company Snapshot

Founded 1926 in Bologna, Italy

High-performance motorcycle manufacturer since 1946

1,000 dealers in 88 countries

More than 200 Ducati owners' clubs worldwide

[www.ducati.com](http://www.ducati.com)

### Apps in Use



#### DCS IN-HOUSE APP

Ducati Communication System (DCS) lets dealers configure motorcycles, place and track orders, and access training materials.

Ducati has been synonymous with motorcycles since 1946, when brothers Adriano, Bruno and Marcello Ducati first attached a lightweight motor to a bicycle frame. Since then, Ducati motorcycles have evolved into internationally coveted dream machines known for their precision engineering, lightning speed and sleek design. So when the company needed the perfect sales support platform to reflect its high-performance brand, they turned to iPad.

"Ducati is a unique company," says Cristiano Silei, Ducati's Vice-President of Global Sales. "We don't have ordinary customers; we have 'Ducatistas' — dedicated fans. We don't have ordinary dealers; we have loyal business partners who love motorcycles. Ducati has always been one of the first companies to apply new technologies to motorcycles. And iPad is a real revolution in the way we communicate with both our dealer network and with our customers."

### Building a Better POS Engine

Ducati's distribution and sales operation spans a thousand dealers in 88 countries. As with any global company, it's critical to maintain a consistent image throughout this network while providing accurate, current product information to help customers buy the ideal bike.

In the past, sales staff struggled with poorly organised, sometimes conflicting or outdated information on product inventory, availability and ordering timeframes, resulting in a less-than-ideal experience for customers and dealers alike.

"iPad is a real revolution in the way we communicate with both our dealer network and with our customers."

*Cristiano Silei, Vice-President of Global Sales, Ducati*

"iPad is perfect for our points of sale because, like our motorcycles, it's fast, cool technology."

*Mario Alvisi, Sales Performance Development Manager, Ducati*

To resolve these issues, Ducati equipped its sales network with iPads and developed a custom in-house app called DCS, or Ducati Communication System, a SAP-based interface that lets dealers easily find, send and receive all the information they need to place orders and track them through production and delivery. Authorised Ducati dealers can download the app and get updates directly through the App Store.

### Accelerated Sales and Training

Using iPad and DCS, dealers can share clear, detailed product information and images directly with customers, streamlining the ordering process. With its intuitive interface and clear display, iPad helps keep customers focused on the excitement of visualising the final product, making it easier to close the sale.

"It was clear from the start that iPad was the right device. It's the simplicity, the immediate usability. Everyone understands how it works in just a few minutes."

*Cristiano Silei, Vice-President of Global Sales, Ducati*



"Our dealers use the DCS app to communicate with the company about everything business-related," explains Sales Performance Development Manager Mario Alvisi. "They can use it with a client to configure a motorcycle, customise it with options the client chooses, check the order status or exchange motorcycles with other dealers. Dealers can order spare parts, clothing or accessories with this app. They can also create and activate a warranty, check the history of a vehicle or anything else service-related — all directly inside the app."

In addition to providing engaging, immediate sales support, the DCS app on iPad acts as a training interface to keep dealers updated on Ducati's evolving product line.

"The app does staff training for everyone from salespeople to service personnel," Veronesi says. "They can access online courses at any time, making use of downtime and improving everyone's training."

With its easily updated content, DCS keeps dealers current on products and resources, and helps them stay committed to great customer service.

### Taking the Lead with iPad

For Ducati dealers, the DCS app on iPad makes all the difference when it comes to finding and ordering the right products, engaging customers in a personalised sales experience and learning what's new in all things Ducati. "It was clear from the start that iPad was the right device," Silei says. "It's the simplicity, the immediate usability. Everyone understands how it works in just a few minutes."

And for customers, it's one less barrier between the dream of owning a Ducati and the reality.

"You don't buy a motorcycle every day," Silei notes. "So when someone comes to the dealership, it's a very emotional and important moment. It's crucial to understand how to choose the right motorcycle, and we do whatever we can to make the experience unforgettable. iPad helps us a lot with this, because it gives the future Ducati owner a richer experience."