



CASE STUDY

Harley-Davidson®

The Need.

A strong brand isn't just about reputation, it's about delivering exceptional experiences. For bike giant Harley-Davidson, ensuring a smooth and reliable supply chain to local dealers was critical to maintaining its brand loyalty, growing sales and keeping their customers engaged.

However, a historic manual ordering process was creating inefficiencies, making it difficult for dealers to access and order the products they needed with processing risks high.

To uphold its premium brand image and meet dealer expectations, Harley-Davidson required a secure and reliable digital solution that would streamline the ordering process, integrate seamlessly with existing ERP systems and provide real-time visibility for both dealers and internal teams.

The Resolution.



Seamless digital ordering

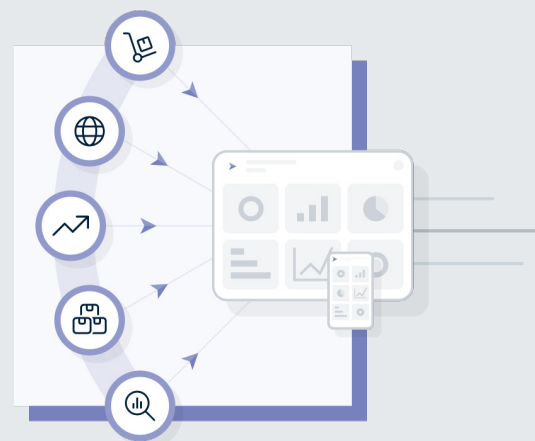
Working closely with the Ordopto team to create their ideal system requirements, Harley-Davidson now has a fully bespoke, brand-aligned ordering platform designed to deliver an e-commerce like experience for their dealers worldwide.

Ordopto quickly replaced outdated manual workflows with its intuitive, feature-rich interface, allowing dealers across 69 markets to browse, review, and order products effortlessly.

Scalable future-proofed system

By combining Ordopto's cutting-edge technology with the established brand identity of Harley-Davidson, this digital transformation did more than enhance ordering efficiency, it created a future-proof platform that is still able to evolve alongside business needs.

Harley-Davidson continues to set the standard, not just in motorcycles, but across the entire dealer experience.



The Results.



Optimised for high-pressure order windows

Handles peak demand effortlessly built to support intense sales cycles, Ordopto ensures thousands of orders can be processed within minutes - without slowdowns or failures.

Global market adaptability

- Localised pricing & promotions
- Custom incentives and product availability tailored to each market.
- Effortless expansion
- Rapid deployment in 69 markets with minimal setup, managed by our in-house team.





The Results.

Seamless ERP integration

Ordopto integrates effortlessly with the internal systems of Harley-Davidson, ensuring smooth data flow and real-time visibility. Areas we looked at were:

Real time multi-tier reporting

- Tailored dashboards provide stakeholders with insights to track performance.

Full order visibility

- Dealers make informed purchases while internal teams monitor sales trends.

Scalable & adaptable

- The platform evolves with the needs of Harley-Davidson while maintaining ERP integration.

Increase sales and gain invaluable insights into your target markets with **Ordopto**.

Your ERP keeps operations running, but it wasn't designed with sales, dealers, or distributors in mind. Clunky ordering processes and poor user experience create friction for your network. Ordopto seamlessly integrates with SAP and other ERP systems, offering a fast, branded, and intuitive ordering platform that boosts sales, eliminates errors, and enhances visibility.



WWW.ORDOPTO.CO.UK



Sound like something your business would benefit from too?

Get in touch for a demo.



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