



Detroit Speed: Under the Hood

CASE STUDY

 ReCommerce

Growing up, Kyle Tucker always loved motor sports, from go-carts to dirt racing. While studying engineering at college, he got involved with GM in Michigan, and his passion for cars deepened. With his engineering background and education, he started building his own car: a yellow '69 Camaro named Twister.

Kyle built many of Twister's parts himself. When he finished, everyone wanted to know how he did it... and more importantly, if he could do it again. So Kyle kept on building cars, and from there, founded Detroit Speed in 2001.

A powerhouse of the automotive aftermarket industry, Detroit Speed specializes in suspension and chassis components. They take older American muscle cars—like Mustangs, Trans Ams, and Firebirds from the 60s, 70s, and 80s—and rebuild them from the ground up. They replace the old parts with modern technology, reworking suspension mounting points, changing the geometry, and dramatically improving the car's performance.

Not surprisingly, Detroit Speed has a large and varied clientele, from individuals building hobby cars to large wholesale dealers and distributors around the world.



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The Challenge

Detroit Speed's original website was an inefficient HTML clunker with no integration to their SAP Business One ERP. The site had a purchasing function, but the team had to enter all the orders and invoices manually.

Even worse, their web store's product catalog was limited to listing part numbers and prices. Customers couldn't find any of the vital product information they needed on the website, which meant they always had to call in during business hours. As a result, the company couldn't meet their goal of being open seven days a week, 24 hours a day.

So Detroit Speed's online sales channel stalled for several years. Then they began investing heavily in their ERP to improve their production and business efficiencies.

Right away, they identified lack of communication between their

ERP and web store as one of their primary challenges. Detroit Speed needed a solution that would let their two systems (ERP and webstore) communicate directly to better handle the complexities of their business online.

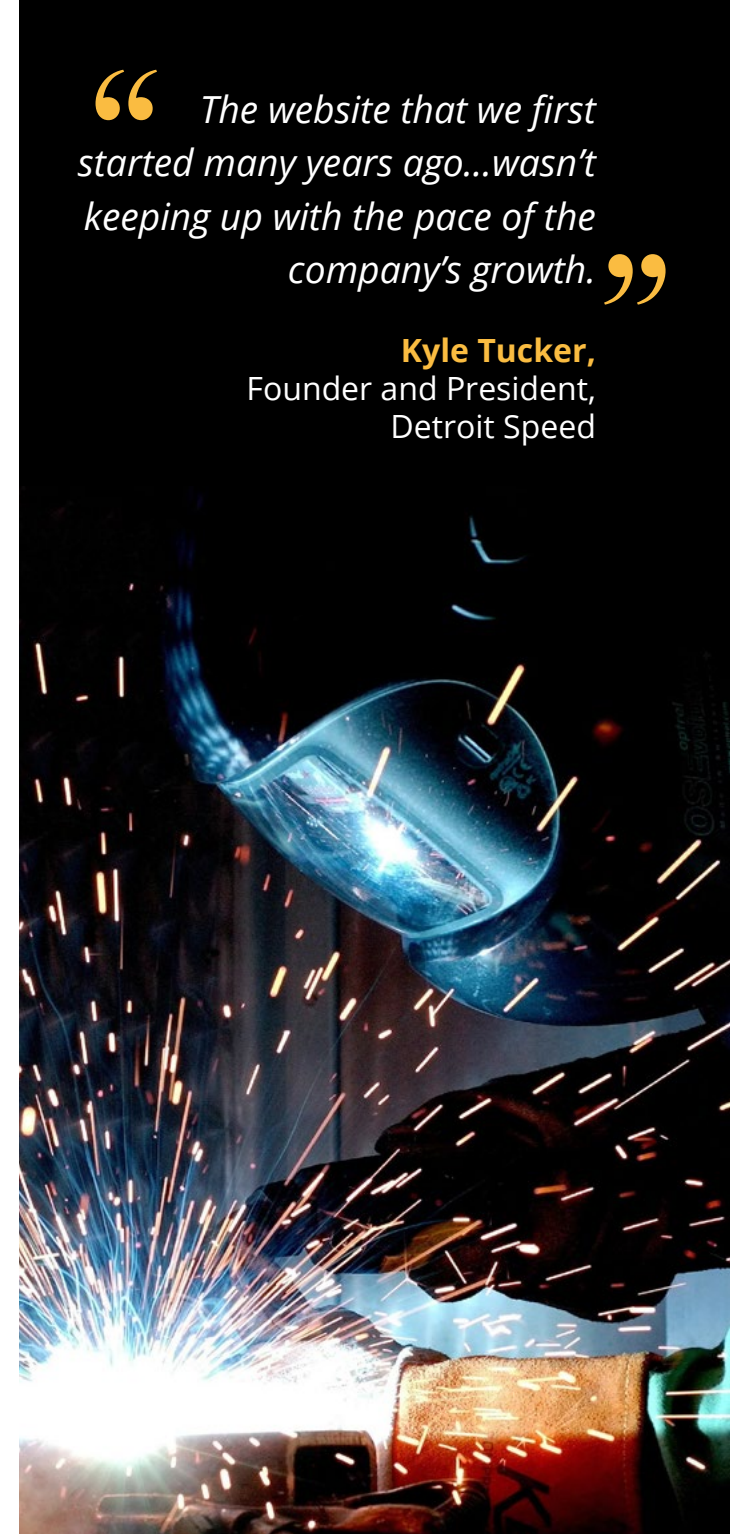
And with buying and research behaviors continually evolving, they needed a platform that could offer a better customer experience with an easier interface for researching products—and especially buying.

"For people to trust us to build a car, to put their faith in our suspension to drive their family to the movies or go racing, that customer belief is really important," said Detroit Speed's Director of Marketing, Jenna Lesar.

"The better the experience, the more the customer will trust your business, product and order process."

“ *The website that we first started many years ago...wasn't keeping up with the pace of the company's growth.* **”**

Kyle Tucker,
Founder and President,
Detroit Speed



STREAMLINED
BUSINESS
DATA

AUTOMATED
ROUTINE
TASKS

MOBILE
FRIENDLY
DESIGN

EASY-TO-ACCESS
TECHNICAL
DATA

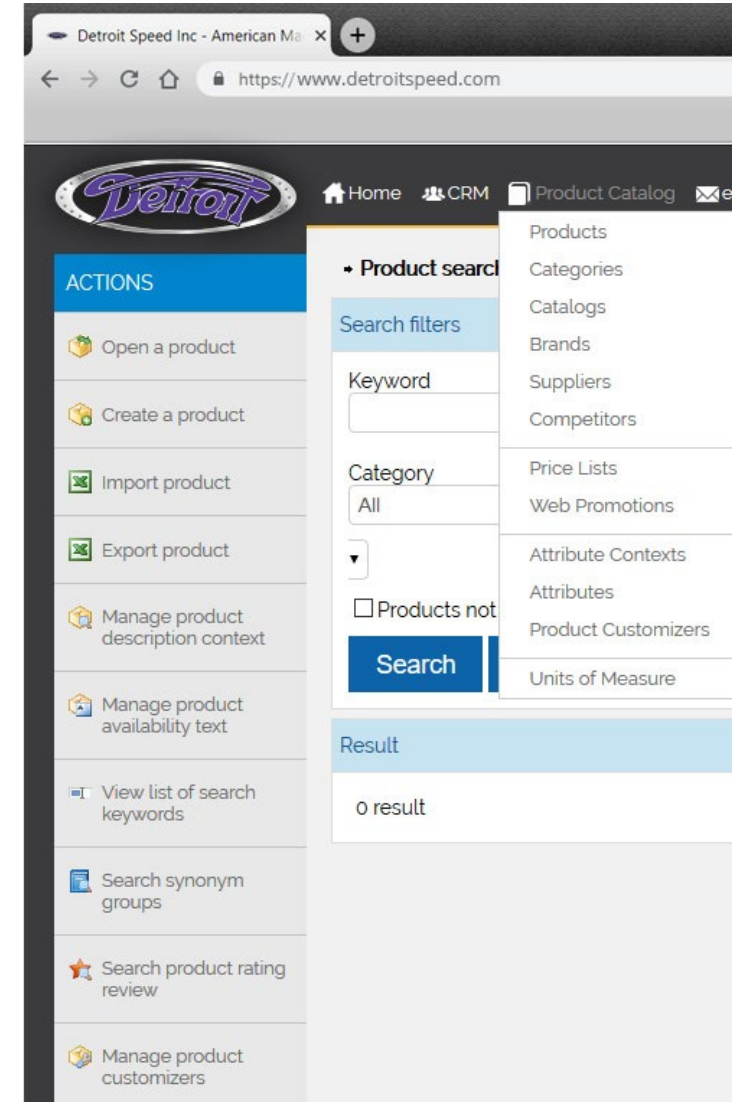
The Solution

Detroit Speed turned to k-eCommerce for a web store natively integrated to their SAP Business One ERP. Switching to k-eCommerce greatly simplified order acceptance on the web, processing customer orders quickly while streamlining their operations on the back end.

k-eCommerce required minimal support once the team knew how everything worked. They received ample training material and step-by-step support to make sure everyone understood exactly how to use the site. The functionality and organization made it very easy to create and categorize their products.

Their web store featured a brand new, mobile-friendly design. It was not only a huge improvement over their old site, but it put them miles ahead of their competitors. The new catalog made it easy for customers to search for products by part number or description.

Being able to create multiple tabs within a product listing for additional content like images, videos and graphs allowed Detroit Speed to provide technical data to their customers in an organized and easy-to-access way. This not only helped retail clients do research and make purchases, but it helped dealers and distributors easily find answers for their own customers.





**EFFICIENCY
AND
PRODUCTIVITY**

**INCREASED
SALES**

**BIGGER
CLIENTS**

The Results

Integrating their k-eCommerce web store to their SAP Business One ERP increased efficiency and productivity for Detroit Speed's sales and accounting teams. ERP integration alone has saved the sales team an incredible amount of time re-entering orders. All they have to do now is review the order and approve.

The company has received a lot of positive feedback from customers and vendors alike on how great the site looks and how easy it is to navigate.

Monthly web sales have increased with each passing month at double the previous volume. With the improved functionality and customer experience, Detroit Speed's clients are buying directly from the site more and more instead of calling in to the sales team.

And with all the product information now available on the site including tools, videos and instruction manuals, their dealer and distributor clients are also beginning to use the web store more often, especially outside the U.S. This, in turn, has opened a new revenue stream the company never considered or even thought possible.

"I would definitely recommend k-eCommerce to other businesses," Kyle says. *"Not only in the automotive industry, but anybody who has a product line that deals with the customer directly, and has a dealer network that simultaneously can work for all those functions and that reduces operating costs immediately."*

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