



## A&M RV CENTER’S WEBSITE INVENTORY GOES INTO CRUISE CONTROL WITH REDBERRI

A&M RV Center in Anchorage, Alaska has nearly 300 big recreational vehicles to choose from, and shoppers who check A&M’s website ([www.GoRV.com](http://www.GoRV.com)) know exactly which vehicles are in-stock. In Alaska, where it might take a full day’s travel to reach A&M’s headquarters, such information saves customers time and aggravation, and it translates into improved sales of A&M’s 40-foot leather-appointed Winnebagos and other RV favorites. This is especially important since Alaska attracts a lot of tourists and retirees, key target markets for RV sales. The A&M website stays accurate up to the minute. As A&M employees check-in new arrivals or ring up sales, the data from their dealer management system is automatically collected and posted to the website.

### PROFILE:

Based in Anchorage, Alaska, A&M RV Center is the largest RV dealership in the state of Alaska and one of the largest in America.

A&M products range from \$8,000 pop-up camping trailers to 40-foot recreational vehicles priced above \$250,000. A&M has almost 300 vehicles in stock at any given time.

### Industry

Recreational Vehicles

### Environment

Redberri Remote Client (RRC) is installed at A&M alongside its Windows-based IDS dealer management system. When an inventory change is entered, Redberri updates the Linux-based website within 60 seconds.

### DEPLOYMENT SUMMARY:

- WDI configures A&M’s Redberri solution remotely, making website inventory updates automatic and requiring no intervention
- A&M achieved a complete return on investment (ROI) with the very first RV sale involving a pre-purchase inventory check through its website
- A&M attributes more than a dozen RV sales in the first 6 months to its new website solution using Redberri Remote Client
- A&M has achieved the goal of eliminating customer complaints about outdated inventory data
- Upcoming projects, integrated by Redberri, may include order status updates via the web so that customers can check on warranty work and tow-bar installations being performed on their RVs

### CHALLENGE:

After relying on local advertising and drive-by customers for years, A&M RV Center sought to expand its Internet presence and use that web presence as a business driver. RV dealerships are similar to many businesses in one respect: inventory changes on a daily basis, but A&M did not have anybody internally who had the time to update its website in a timely manner.

Increasingly, RV shoppers are doing pre-purchase research on the Internet and then buying the product at the store, which makes it critically important to maintain accurate inventory status on A&M’s website. At A&M, if a customer travels all the way from Kodiak Island (390-mile trip) only to find that model out of stock, customer dissatisfaction becomes a significant issue. That is not unusual in the vast reaches of the United States’ largest state. That challenge is compounded by the fact that sales clerks stay very busy with customers who visit A&M in person, making it very difficult to respond to intercom pages in a timely manner when customers call to check inventory. A&M also strives to demonstrate that it is focused on customer satisfaction and the technologies that propel an interactive customer experience. A&M hoped to accomplish all these goals with a solution that wouldn’t increase staffing and/or IT costs.



### Helping Businesses Grow by Breaking Through Boundaries

Redberri removes internal and external boundaries. With the Integration Platform, enterprises can leverage the power of service-oriented architecture to streamline processes within a reliable, scalable and secure infrastructure. The standardsbased technology provides powerful tools to build complex workflows, integrate with trading partners and monitor business processes in real time.

Companies across the board stand to gain from an understanding and adoption of Redberri especially when implementing XML-based Web services for their service-oriented architecture projects.

## A&M RV Center

A&M RV Center is the largest RV dealership in the state of Alaska and one of the largest in America. The company provides a whole family of vehicles that combine transportation and temporary living quarters for recreation, camping and travel. Conveniences range from the basics—like running water, cooking and bathroom facilities, and a power source (either electricity or liquid propane)—to added comforts such as air conditioning, entertainment systems and slide-out rooms.



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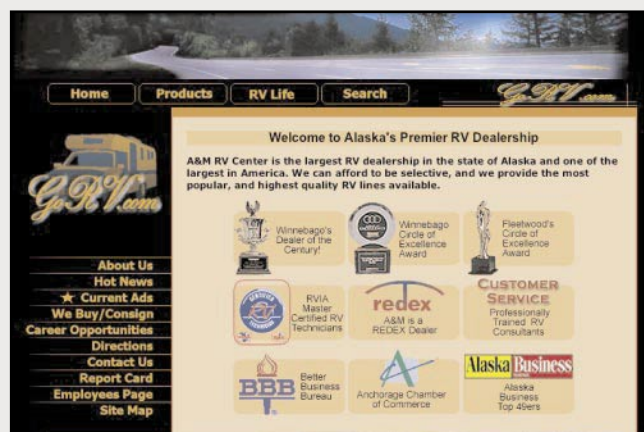
### CASE STUDY:

### SOLUTION:

A&M management knew that inventory data was updated all in one place – through its Windowsbased IDS dealer management system. They hoped to leverage that database as the foundation for website updates, without the need for duplicate data entry. A&M also wanted to avoid adding a dedicated IT person to its staff. A&M contacted IDS, who recommended WDI’s solution, Redberri. Installation involved simply installing a CD at the A&M site, which took just a few minutes. WDI remotely configured a lightweight client version of Redberri, which can run on any standard PC. Redberri Remote Client runs on the same PC as A&M’s IDS dealer management system, and forwards inventory updates to a server edition of Redberri running on a hosted Linux server. From there, Redberri uses a rules engine to post updates directly to the A&M website. As part of the posting, the system picks a stock photo of the vehicle type and displays it with the listing.

*“Redberri has definitely made an impact on sales. And it’s all automatic, which is great. As soon as it sees a new Fleetwood Discovery vehicle enter the system, it posts on our Website. It runs by itself.”*

- Michael Horning of A&M RV Center



www.GoRV.com

### RESULTS:

According to Mike Horning, the Director of Sales and Marketing, A&M achieved a return on investment with the very first RV sale involving a pre-purchase inventory check. In the first 6 months of deployment, over a dozen RV sales have been attributed to the newly improved website features implemented by WDI. Horning says A&M gets six inquiries a week through its website now. Customer complaints about vehicles being out-of-stock have virtually stopped, and customer satisfaction has dramatically increased. Accurate pricing and vehicle information is easily accessible through the website, which has helped minimize the amount of customer phone inquiries. Executives at A&M credit the use of Redberri with helping it to differentiate from the competition and further widen its market share in regional sales dominance.