



Napleton drives \$17 million revenue jump with online auto fleet sales.

Unlike retail auto sales, the business of selling fleet vehicles tends to be fairly consistent from year to year. Bottom line—companies need cars for their sales and service personnel. To stay competitive, Illinois-based Napleton Fleet Group launched a convenient online vehicle ordering system.

Developed by IBM Business Partner Vision Groupware, LLC, Napleton's online fleet vehicle sales dealership is powered by Lotus Domino and Lotus Notes—which General Manager Rick Nicoletti credits for making online sales easy to manage.

With the online dealership already generating 30 percent of Napleton's revenues, Nicoletti is persuading more of his customers—including Allstate Insurance, John Deere, Motorola and McDonald's—to use the Web site. "When we began taking orders online, we enjoyed our biggest annual revenue increase—from \$68 million to \$85 million," he notes. "As more customers order online, these numbers can only get better."

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—Rick Nicoletti, General Manager, Napleton Fleet Group

Going to electronic channels

When Nicoletti first considered e-business, his goal was to eliminate some of the intensive paperwork—from multiple-page purchase orders to manufacturers' invoices—involved in ordering fleet

Application	Online vehicle ordering
Business Benefits	\$17 million revenue increase over one year; 75% reduction in paperwork; 30% of revenues generated online; \$25,000 to \$30,000 savings in annual operating expenses; 100% ROI in two years; increased customer base
Software	Lotus® Domino™ Lotus Notes®
Business Partner	Vision Groupware, LLC



Napleton has streamlined fleet vehicle ordering by offering the service online.

vehicles. Very quickly, he realized that online ordering could do much more.

To order manually, customers fax their purchase orders to Napleton, where they are processed by customer service representatives. The representatives input the data into Napleton's legacy system, which handles ordering and status reports from vehicle manufacturers. Representatives also complete more forms for manufacturer ordering and shipping of the vehicles to specific dealers in the drivers' locations. As customers await their vehicles, Napleton sends out weekly delivery status reports—quite paper-intensive if a customer has, say, 300 cars on order.

To order on-line, customers log on to a secured area of the Domino Web site. Catherine Strubing, senior manager of application development for Vision, explains: "They complete a customer-tailored electronic form. Upon submission, the appropriate Napleton representative automatically receives an e-mail notification. The representative reviews and approves the order and transfers it to Napleton's UNIX®-based, back-end, order-entry system. This system communicates electronically with the vehicle manufacturers, sending new orders and receiving the latest vehicle status and delivery information. Each night, the current status and delivery information of each vehicle on order is transferred back to Domino—allowing customers to securely view their information on the Web."

Easy to use

Electronic channels have reduced paperwork by 75 percent, eliminating purchase orders and weekly status reports for online customers. Says Nicoletti, "Since my expertise lies in auto sales, not technology, I really like the fact that Domino and Lotus Notes are so easy to use—for me and for my customers." In fact, one customer—Dana Fleet Leasing—has chosen Napleton as its sole supplier because of online ordering. Explains Nicoletti, "I usually sold about 75 cars to Dana. This year, because we're on the Web, I'm probably going to sell them close to 800 cars."

Each order form can be easily tailored to each customer's requirements. Explains Dave Wells, director of business consulting for Vision, "Order form changes and even updates to the Web site are all done by simply updating the appropriate Lotus Notes databases. Then, Domino publishes the content from these databases to the Web site seamlessly." Since much of the ordering process has been automated, the company doesn't need to hire additional administrative help to support the customer growth, saving \$25,000 to \$30,000 annually. Such success has also helped Napleton recoup its investment in two years.

Making customers happy

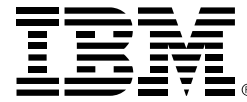
Not one to rest on its laurels, the company will continue enhancing its Web site with more services. This summer, Vision will help Nicoletti automate Napleton's billing function, further reducing the paperwork.

"I was so impressed with Domino and Lotus Notes that I never really looked at any other products," says Nicoletti. "By linking our new solution with our legacy system, Vision has helped us create a ground-breaking, online ordering system that generates lots of customer interest and satisfaction."

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