



IDScan.net



## POLARIS CASE STUDY

**Polaris Industries** is a large industrial firm that manufactures, sells and distributes a number of vehicles through its dealer networks. Those vehicles include off-road vehicles, motorcycles, snow mobiles and low emission vehicles. As part of the sales and marketing process, potential customers often require and desire a test drive. Polaris must obtain legal waivers to accommodate those test drives, and Polaris also captures contact information of sales prospects for dealer follow up.



### The Problem

The problem for Polaris was:

- ✓ The need to capture accurate information for the waivers and follow up
- ✓ The need to capture that information quickly and forward that information to Polaris' CRM system quickly, so dealers could respond quickly to a hot prospect
- ✓ The need for a customizable and automated data capture system
- ✓ Portability of the capture system is a plus for use at off dealer locations
- ✓ The system needed to be as automated as possible with manual override if necessary
- ✓ The data capture system needed to read IDs from all 50 states, including magnetic strips and 2D barcodes



Polaris wanted to capture basic identification information about the prospect and additional information like email address and phone numbers.

For this project, Polaris chose to use the **M-310 Handheld** ID card reader with VeriScan mobile software, since it was portable, robust and could read IDs **from all 50 states as well as Canadian provinces**. Polaris needed a professional and custom software solution so they could obtain the data they required quickly and accurately.



## The Solution

After researching suppliers of custom data collection software, Polaris contacted **IDScan.net**. IDScan.net is a supplier of off-the-shelf ID verification and data collection software and customizable solutions built around their proprietary parsing engine.

IDScan.net worked closely with Polaris to build a solution that did everything Polaris desired.

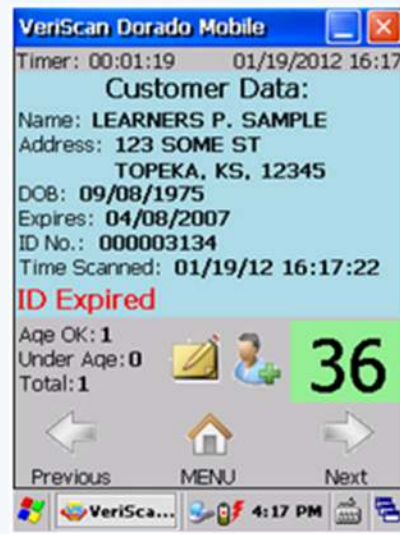
With IDScan.net's solution, all the dealer had to do was swipe or scan the prospect's standard driver's license or state issued ID card. This process allowed the ID information to be populated into the VeriScan Mobile Software on the M310. The process was fast and accurate. Additional information can be

manually entered. The resulting data was shared quickly and easily with the Polaris corporate offices which they entered into their CRM, including the required legal waiver.



## Technology

**IDScan.net's** solution is built upon leading proprietary scanning technology via a Microsoft SQL platform. It provides the ability to scan IDs from all **fifty states, including Driver's License and Motorcycle permit, and Canada**. Any information contained in the ID can automatically be populated into a database. This technology also has reporting capabilities so the information collected can also be analyzed and integrated into a larger database.



## The Results

Polaris was pleased to receive just what they wanted:

- 1 Easy, simple, fast and accurate data collection
- 2 Portability and flexibility
- 3 Usable and accurate reporting