



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' Customer Relations Management system quickly, so dealers could respond quickly to a hot prospect
- The need for a customizable 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 capture system must be usable with IDs from all 50 states, including magnetic strip systems and 2D bar code systems



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 device, since it was portable, very flexible and could read IDs from all 50 states and 10 Canadian provinces. Polaris needed a professional and custom software solution so they could obtain all the data they wanted quickly and accurately.

## The solution

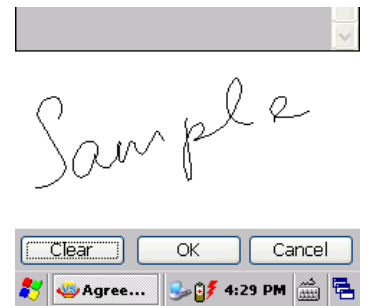
After researching suppliers of custom data collection software, Polaris contacted IDScan.net of Wizz Systems. IDScan.net is a supplier of off-the-shelf ID verification and data collection software and customizable solutions built around their proprietary parsing engine.



IDScan.net worked closely with Polaris to build a solution that did everything that Polaris wanted and needed.

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 then populated all of the relevant fields of information in the software resting in the M-310. The process was fast and accurate.

Additional information, such as email and phone number, can be manually entered. The resulting data can be sent quickly and easily to Polaris corporate offices for use with both the required legal waiver and the Customer Relations Management system.



## 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 such an ID can automatically populate a data base requiring accurate data collection from individual identification cards. It also provides for reporting so the information collected can be analyzed and integrated into a larger data base.

## 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

