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Motorcorner

A forty-year-old motorcycle specialist company speaks of its successful journey from offline to online.

Motorcycle sales are being hard hit as the credit crunch cut back their spending on motorcycles in the last years. Rising youth joblessness is keeping some first-time riders out of the market, while the sparkling superbikes that enticement for fortysomething chiefs are trapped in the showrooms as potential purchasers bank their overt repetitiveness checks, as opposed to blowing their bonuses on dream rides. As indicated by the Motor Cycle Industry Association MIA, much consideration has been focused on vehicle deals, Netherland's bike enlistments fell by **26.8%** to **10,465** in July, and have plunged by **16.8%** in the initial seven months of the year, compared with a similar period last year **2008**.

Motorcorner, which was one of the largest motorcycle specialists in the south of the Netherlands, where one can shop motorcycles, to maintenance by their top mechanics, from a varied range of helmets, clothing, and accessories to motorcycle luggage and navigation systems likewise fell into the same crunch of the year **2009**. Record for sales of the smallest bikes, of under 50cc, have dropped by a third in the initial seven months, hit by rising joblessness among youngsters, their most probable purchasers. Youngsters, aged 18 to 21, are huge buyers of motorcycles and they are finding it difficult to find jobs. Sales of the greatest motorbikes, of more than 1,000cc, have been a touch stronger, however, it is still down by **8.7%**. The whole **\$50bn** worldwide industry is suffering. The drop-off has been especially emotional in the US, representing a portion of the organization's sales, as purchasers are finding it more challenging to get credit for their buys. Extravagance motorcycle sales in the US have split in half.

In a bid to help the market, the business affiliation is
arranging a **£1m mission**

to urge purchasers to get on two wheels.

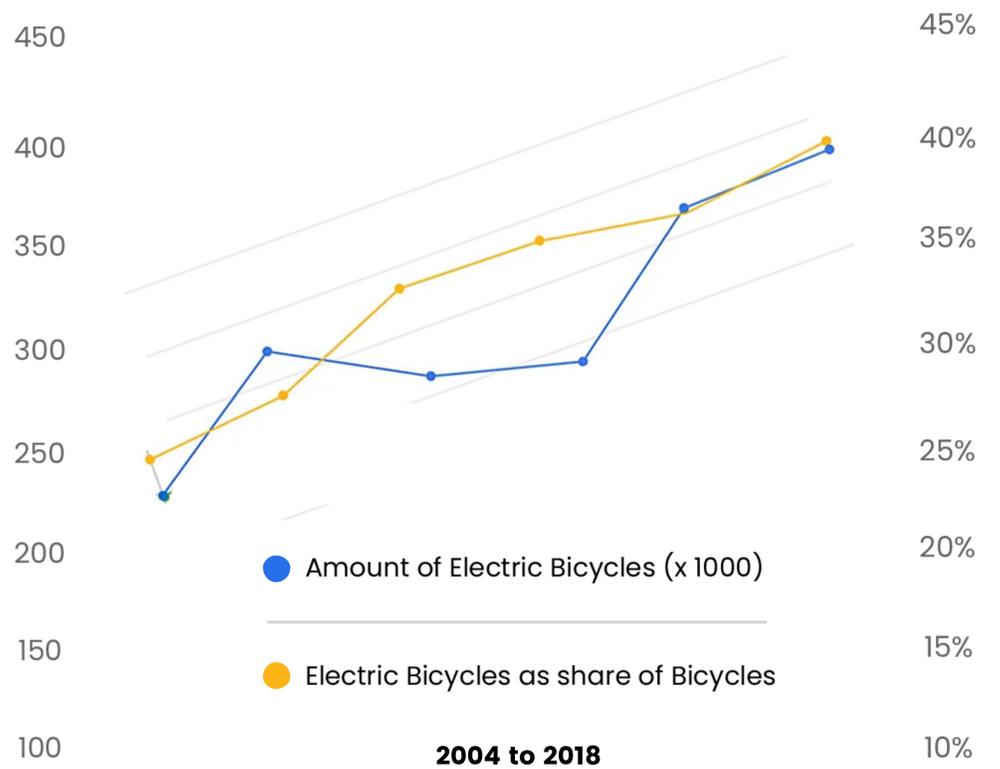
The Association is likewise discussing whether to push for government help. Yet, others are constrained into cost cuts as they face credit minimization that makes their instalments more costly. As per the rating administration, the outlook seemed to be nowhere near great.



Due to this situation faced by motorcycle dealers in 2009, Motorcorner needed to overhaul their sales and needed to guarantee that their items are reached by their target customers within a few clicks through their online platform. To foster the online platform many difficulties were looked at during the time spent moving the site from

Magento 1.9.x to Magento 2.X.

likewise not to forget the deluge of the deals and sales. According to the Business Analyst, the goal was to give an e-commerce business site and mobile platform an Omnichannel business. To facilitate rapid growth in all the markets and ensure the continued global success of their brand, Motorcorner partnered with the Digital Aptech Pvt Ltd group with an inclination to move to the new form of Magento i.e. Magento CE 2. X., to be quicker and defter and for a complete digital transformation of e-commerce business.



A significant responsibility of the Digital Aptech team was to assure that the business analysis artefacts are prepared with the highest level of quality. DAPL needed to assume leadership in formalizing the expected quality, format, and presentation of the artefacts. Such a leveling of quality is approached initially through training and the creation of artefact templates. In addition, standardization of all tools used by the Business Analyst increased the quality. Furthermore, support of projects by the team ensures that the same care and level of professionalism are applied to all the projects within the organization. Finally, assistance in conducting post-project retrospectives allows the DAPL team to discover the areas of Motorcorner online store where there are scopes for betterment, resulting in continuous quality improvements.



As an Enterprise expands its business and adds IT systems, factors influencing the performance of the Enterprise become more distributed and dynamic. The long-term growth of the Enterprise Global e-commerce business is currently revamping with the current business partnerships. Motorcorner was facing ongoing service level and stability challenges with the current platform. Also continuing delays in the deployment of a global model that supports the functions of the key features. Debanil Majumdar our senior business analyst and project lead at DAPL India has worked for the E-commerce solution for building the retail platform based in the B2C sector for Motorcorner. According to Motorcorner the development support required was for creating their online store for the mobile and omni channel business requirements. The objective of Motorcorner partnering with DAPL was to facilitate rapid growth in all the markets and ensure continued global success of the brand also solve the challenges faced in the process of migrating the website from Magento 1.9.x to Magento 2. x, a faster and more nimble platform and for a Digital Transformation of e-commerce business.

A significant responsibility of the DAPL team was to assure that the business analysis artefacts are prepared with the highest level of quality. The development process of Motorcorner applications required Apache 2 as the server, the technical language used for the retail store was PHP 7.1, and the database used was MySQL 5.7. The platform used for online store integration was Magento 2, Styling -LESS. The extensions used for the process are AmastyPartfinder, NetbaseteamMegamenu, Banner Slider (DAPL), Unishop (DAPL). Provocations were faced by the DAPL team during the project integration process was while migrating data from Magento 1.9.x to Magento 2. x. Customizing the checkout field with a change order and the extension functionality of Amasty Partfinder and Netbaseteam Megamenu.

Management of the project by DAPL team for execution process of the Motorcorner omnichannel ideation, conceptualization, implementation required to facilitate complex and dispersed business ideas through a single **Business Requirement Document (BRD)**

and well adaptation of cross-functional environments, where geographical diversity is the key issue. The team focused on solution approach, helping Motorcorner to strategically control information, thereby improving the performance as sharing of information now happened in a well-defined and controlled manner. Assisting in pre-sell launch of products, facilitating the calls and supporting beta testing, application testing, and end user testing in the following ways:

Outlining

the UAT strategy planning

Executing test cases and documenting

The testing team executes the designed test cases. Sometimes they also execute some relevant random tests. All bugs are logged in a testing document with relevant comments

Sign-off

When all bugs have been fixed, the testing team indicates acceptance of the software application. This shows that the application meets user requirements and is ready to be rolled out in the market

Designing test cases

Test cases are designed to cover all the functional scenarios of the software in real-world usage. They are designed in a simple language and manner to make the test process easier for the testers

Bug fixing

Responding to the bugs found by the testing team, the software development team makes final adjustments to the code in order to make the software bug-free

After the support provided by the DAPL team Motorcorner got a bug free online retail store which was now present on the mobile platform as well having domains in three languages – Dutch, English, and Deutsch. Motorcorner now being one of the largest online retailers of motorcycle brands like **Aprilia, BMW, Ducati, Harley, Honda, Husqvarna, Kawasaki, KTM, Suzuki, Triumph, and Yamaha**. Also caters to accessories like alarm, protectors, bobbing, communication, hearing protection, handguards, instruments merchandise, stabling, steering and control, mirrors, relief, power and USB, front fork clamps, windshields, etc. Motorcorner additionally caters to services such as onderdelen, maintenance, luggage communication, brands, clearance, and KTM power parts.

MOTORCYCLE UNIT SALES

73,664

86,555

110,684

103,489

93,788

79,110

68,923

73,620



www.motorcorner.nl

**MOTOR
CORNER.NL**

In their feedback Motorcorner mentioned that DAPL was a valued partner which provided them consistent and quality deliverables in development mode and is extremely satisfied with DAPL deliverables and the team performance. Depending on the expansion and the online solution provided by DAPL Motorcorner was now getting BA engagement and has high visibility.

Motorcorner also concluded that they would like to consider DAPL as a preferred partner for their future needs.

Motorcorner has never looked back after the assistance and developments provided by DAPL. The 2014 scenario being BMW's R1200GS the highest-selling model in Netherland. Along with other leading motorcycle sellers, a total of 18,013 units were sold in all of Europe. Other top-selling motorcycles for Motorcorner included the Yamaha MT07. In 2019 business for Motorcorner with Yamaha was in third place behind compatriot Kawasaki. In 2020, it sold BMW in the Netherlands, making it the market leader. The Japanese brand Yamaha followed closely with approximately 2,400 new motorbike registrations. Compared to 2020, considering the pre-pandemic scenario nine months into 2021 the Netherlands motorcycle market is showing signs of growth. The motorcycle segment remained overall steady for Motorcornor even during the pandemic situation in the Netherlands motorcycle markets with its active e-Commerce platform.

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