



e.System™—Powering Mid America Direct

With help from Cayenta, Mid America Direct is feeding an international sports car frenzy

In 1974, Corvette enthusiast Mike Yager started selling Corvette logo t-shirts, mugs, and jewelry from the trunk of his car at weekend trade shows. He discovered a niche market. There were thousands of Corvette lovers out there hungry to own specialty “Vet” souvenirs. As well, they were eager to find a ready resource for Corvette parts and products. Thus, Yager abandoned his steady career as a tool-and-die maker to devote his energy to his real passion. He rented a small shop and started his mail order business, which has been expanding dramatically for a quarter of a century as America’s frenzy for Corvette has escalated over the years.

By developing an Internet website, www.madvet.com, and recently adding Volkswagen and Porsche to its line, MADirect is well on its way to becoming the automotive world’s ultimate source for aftermarket parts and accessories.

Having posted record revenues of \$30 million in its most recently completed fiscal year, President Yager has his sights firmly set on \$100 million in revenue by 2003. Faithful to its high-powered image, the way to aggressively expand this thriving sports car-powered business is on the Internet super highway.

Such ambitious expansion, including looking outside the United States as a source for limitless potential growth, requires a finely tuned vehicle to carry it in the form of a high-performance e-commerce operation like e.System™ from Cayenta.

e.System provides full integration

e.System is specially designed to allow large catalog companies to integrate mail order and Internet operations. As an IBM Business Partner, Cayenta is one of the world’s leading providers of electronic commerce, financial, and distribution software with a particular focus on e-commerce business and direct marketing solutions. Mid America Direct chose e.System, a specialized end-to-end e.business solution package, because, as Yager puts it, “It is the only solution that allows us to seamlessly operate all of our mail order and web operations using the same database.”

Integration is the power Mid America was seeking by partnering with Cayenta and e.System. Surprisingly, just

over 10 percent of web sites functioning today operate in a fully integrated environment. Most catalog companies have one computer system module at the front end taking orders, another batch order process, another process handling shipping, and again another module handling back office financials. The probability of miscommunication between multiple processes and the customer is alarming. The idea of integration is to get the front office talking to operations and fulfillment all the way through to the back office, and all in the same language. e.System creates a seamless interface with Mid America’s existing systems and software. Everything is fully automated. Customers can order products, accessories, and parts, check and track the status of their own orders, contact

customer service with questions or comments, and then expect their order to arrive on time and with the correct billing information.

With expert integration via *e.System*, Mid America hopes to increase sales volume without spending unnecessary additional money. With *e.System*, Mid America can maintain smooth code capture from the web and roll customers into a multi-step tracking process in order to track true profitability of campaigns. All of this can be done with a minimum of labor and overhead. Scott Pynes, Senior Vice President of Cayenta, comments, "By providing flexible and user-friendly solutions to seamlessly operate all of their enterprises, *e.System* will help Mid America reach their goals for the next century."

Running ahead of the pack

Those goals include tripling business in three years. Having grown out of the trunk of a car to a one-building, five-acre facility in a corn field in Effingham, Illinois, Mid America Direct today is a 30-acre corporate

campus including a newly opened 27,000 square-foot manufacturing facility, a 16,000 square-foot fully automated distribution center and 15,000 square feet of office space. Without question, Mid America's most popular on-site attraction is the MY Garage Research & Development Center/Museum, which houses hundreds of Corvette collectibles plus Yager's collection of more than 40 rare Corvettes. It also serves as an in-house testing and development site for new products. Fortunately, there is still plenty of room to expand.

Currently more than four million catalogs are sent out from Mid America to Corvette, Porsche, and VW enthusiasts around the world. As the company moves into the new millennium, Yager looks outside the United States for growth, recognizing the unlimited potential that globalization of the mail-order business and the worldwide recognition of Corvette, Volkswagen and Porsche as international icons presents. "We are committed to providing great service to our customers who purchase our parts and accessories," says Yager. Together with Cayenta, there is little doubt MADirect will go the distance.



Executive Summary

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| Problem | Specialty catalog company needed powerful software integration to move into Internet and e-commerce market. |
| Solution | <i>e.System</i> application creates seamless interface between operations and fulfillment, including fully automated customer tracking and billing system. |
| Benefit | Smooth operation, scientific marketing techniques, and increased sales volume aid in Mid America's goal to triple business in three years. |

Find out more about Mid America and Cayenta at:
www.madvet.com, www.tweeks.com and www.cayenta.com or call 1-800-337-4056

