

# Transforming Dealer Experience and Increasing Revenue with State of the Art B2B Commerce Portal

## About Ilmor Engineering

Ilmor Engineering is a high-performance engine manufacturer specializing in marine, motorsport, and advanced powertrain applications. Founded in 1983, the company has built a global reputation for precision engineering, technical innovation, and unwavering reliability. Ilmor designs and produces industry-leading marine engines and racing powertrains, supported by robust service programs and a commitment to dealer success.

With a legacy that includes powering multiple championship-winning motorsports programs, Ilmor continues to advance the limits of performance across its marine and racing divisions. The company's dedication to engineering excellence and customer-focused innovation remains central to its long-term vision.

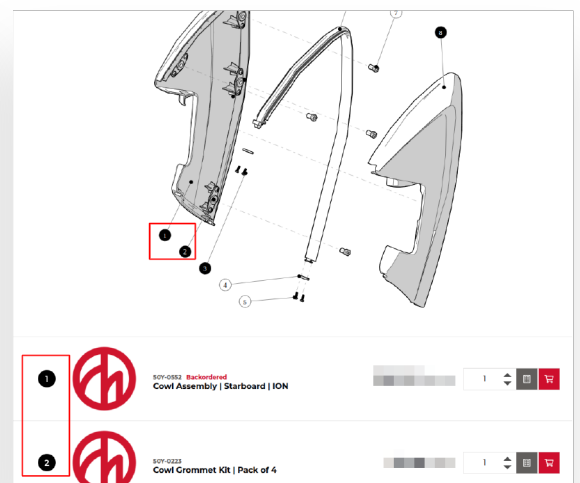
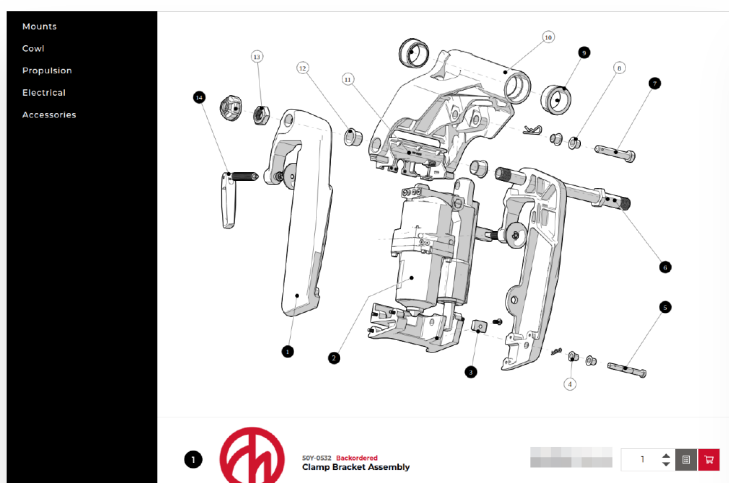


# Operational Context and Opportunities for Modernization

As part of its commitment to continuous improvement, Ilmor evaluated several long-standing systems and processes that were impacting dealer efficiency and overall operational performance. By identifying these areas early, the organization laid the groundwork for modernization initiatives that now enhance accuracy, strengthen dealer support, and drive measurable business value.

## Opportunities Identified for Improvement

- Streamlining ordering workflows that previously relied on manual, inconsistent, and time-intensive steps.
- Reducing elevated return rates—historically influenced by limited or inaccurate data—through improved information accuracy and availability.
- Strengthening parts-identification capabilities to prevent ordering errors and accelerate fulfillment.
- Enhancing dealer support efficiency by reducing the need for high-volume calls related to parts questions, order status, and troubleshooting.
- Increasing dealer satisfaction with more intuitive tools, clearer product visibility, and reliable information access.
- Expanding product availability and catalog flexibility to better capture revenue opportunities.
- Consolidating multiple ordering methods into a unified, scalable, and user-friendly process.



## Resulting Strategic Impact

Addressing these opportunities has enabled Ilmor to:

- Elevate dealer experience through greater accuracy, transparency, and ease of use.
- Significantly reduce return rates by ensuring precise part selection and enhanced data quality.
- Capture additional revenue potential by improving product availability and catalog agility.
- Lower operational overhead by reducing support call volume and simplifying order workflows.
- Build a modern, scalable digital infrastructure capable of supporting future growth and innovation.

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## Customer Testimonial

For more than 40 years, Ilmor Engineering has set the standard for precision and performance in marine and motorsports engineering. With the support of our development partner, **Happiest Minds, we used Pimcore to modernize** key operational systems to enhance accuracy, streamline ordering, and elevate the dealer experience.

Together, these improvements have reduced returns, expanded product availability, and established a scalable digital foundation for future growth—reinforcing our commitment to empowering dealers with intuitive tools, reliable data, and industry-leading support.

**Connor Cucuro**

eCommerce Manager, Ilmor Engineering, Inc.

## About Happiest Minds Technologies

Happiest Minds Technologies Limited (BSE, NSE: HAPPSTMNDS) is an AI-led customer-first digital engineering and Mindful IT company. With a verticalized approach that spans from chip to cloud, Happiest Minds delivers secure and scalable solutions across product engineering, cybersecurity, analytics, and automation platforms powered by enterprise-ready Gen-AI capabilities. The company brings purpose and precision to every engagement, helping enterprises solve complex business challenges and fast-track their digital evolution across industry sectors such as Banking, Financial Services & Insurance (BFSI), EdTech, Healthcare & Life Sciences, Hi-Tech and Media & Entertainment, Industrial, Manufacturing, Energy & Utilities, and Retail, CPG & Logistics.

Happiest Minds' culture of innovation, trusted governance framework, and people-first philosophy have been widely acknowledged, with recognitions such as the Brandon Hall Group Awards for Excellence in Learning and Development, Top Workplaces 2025–USA, CNBC-TV18 India Risk Management Award 2025 and the 3AI ACME Awards 2025 for leadership in AI and analytics. Headquartered in Bengaluru, India, Happiest Minds operates with the mission of 'Happiest People . Happiest Customers', and has expanded its presence across the Americas, UK, Europe, Australia, the Middle East, Africa, and Asia.

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