



## Company Profile

As the originator of one of the world's most luxurious and satisfying automobiles, Infiniti strives to have their customers totally delighted with their purchases and overall ownership experience. From that all-important first Dealership visit through to a customer's every encounter, the relationship between Infiniti and their customer is all-important and the cornerstone of how they do business.

## The Challenge

Infiniti needed to deploy a network of 38 Dealership websites, with centrally controlled brand, content, and application management. The deployed solution needed to be easy-to-use with minimal training requirements, particularly in the case of the individual dealer users who may lack experience in managing software.

MERGE was called upon to create a platform that would promote the future deployment of applications out to the dealers and the ability to support revisions of style, content, and layout.

Infiniti Canada selected Merge and its Brand Enforcement (multi-site management) solution for its Web Dealership Program.

## The Solution

With Merge's web-based solution, look and feel, core content and content structure was determined by Infiniti Marketing, but Dealerships were also able to create content ensuring that the individual site information remained relevant to the end user by providing information that only the local Dealership could provide.

Merge Solutions Inc.

219 Dufferin St. (Suite 103B)  
Toronto, ON, M6K 1Y9  
1.416.588.9011

info@merge-solutions.com  
www.merge-solutions.com



## ROI

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The Web Dealership Program has allowed Infiniti to control brand style from a central location and generated the following results for Infiniti Canada:

- Reduced support costs
- Reduced time-to-market
- Increased productivity
- Increased sales support
- Achieved consistent branding and delivery of content nation-wide

Learn more about how MERGE can help your organization solve real business problems, strengthen relationships, and amplify marketing ROI:

Call Toll Free:  
**1.866.988.9011** (USA & Canada)

Or visit our Website at:  
**[www.merge-solutions.com](http://www.merge-solutions.com)**



**Merge Solutions Inc.**  
219 Dufferin St. (Suite 103B)  
Toronto, ON  
M6K 1Y9  
1.416.588.9011  
1.416.588.9903 (fax)  
[info@merge-solutions.com](mailto:info@merge-solutions.com)  
[www.merge-solutions.com](http://www.merge-solutions.com)

Contact us today for more information or to request a custom demo.

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