



Reggie's Garage: Making the Dream of Building a Classic Car a Reality with SAP® Anywhere

You probably know Reggie Jackson – or “Mr. October” – from baseball fame. But did you know that, as a kid, he also had a passion for cars? It was while helping his dad fix up “old clunkers” in the 1950s that Reggie learned the ins and outs of what we now cherish as classic rides. When he was 16, he saved up enough to buy his first Chevy – planting the seed that would ultimately grow into Reggie's Garage.

An online business, Reggie's Garage is a one-stop shop for anyone looking for parts and accessories for classic automobiles. By connecting customers with the very best suppliers and manufacturers, Reggie's Garage is dedicated to providing a world-class buying experience. With the SAP® Anywhere solution, Reggie can keep track of every aspect of the business in real time, from anywhere and any device. And very simple navigation, checkout, and returns make it easy to find exactly what you are looking for. This means that, just like Reggie, every customer can realize their dream of owning the perfect classic car.



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Reggie's Garage hits a home run with SAP® Anywhere

Company

Reggie's Garage

Headquarters

Costa Mesa, California

Industries

Retail and automotive

Products and Services

Parts and accessories for classic automobiles

Web Site

reggiesgarage.com

Objectives

- Create a one-stop shop for people looking for parts and accessories for their classic cars
- Easily connect people with the country's best part manufacturers and suppliers through a single Web site
- Manage an online inventory and sales for roughly 100,000 products
- Provide guidance and quality assurance for users to help them buy the right part for their car at the right price
- Ensure a top-notch customer experience where customers are treated well, products are shipped on time, and returns are simple

Why SAP

Simplicity of the SAP® Anywhere solution, which provides a single, flexible platform for running the entire business

Resolution

- Deployed SAP Anywhere as the foundation for reggiesgarage.com
- Customized the solution easily, making it a perfect fit for all aspects of the business

Benefits

- Real-time monitoring of the business, including marketing, sales, inventory, and logistics – from anywhere and on any device
- Very simple and customer-friendly navigation and buying experience, making it easy for customers to find exactly what they are looking for

Live

Business monitoring from any device

Simple

Navigation and buying

World-class

Customer experience

“SAP Anywhere allows me to monitor my business in the moment. Whether it's marketing or sales, inventory or logistics, it's all there for me any time I want. The easy navigation lets my customers get through all the products and find exactly what they need. It makes the buying experience simple and fun.”

Reggie Jackson, Founder and Owner, Reggie's Garage

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