

Retailer Solutions

Complete business solutions
from the automotive specialists



DCS Automotive
your strength in one

At DCS Automotive our experience in integrated solutions gives our customers a formidable business support structure, linking the best products for the job to create a single, streamlined operation.

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DCS Automotive: Leading the way in automotive solutions



The automotive industry has undergone a revolution in recent years, marked by “virtual” dealerships, fast-moving technology, changes in legislation and increasing pressure throughout the vehicle supply chain. In order to compete, businesses have been forced to readdress their processes, streamline their channels of communication and change the whole way they react to their customers.

At DCS Automotive, our expertise lies in turning these changes to your advantage.

Over 13,000 customers worldwide

At DCS Automotive, we provide business solutions which span the entire automotive supply chain.

With over 13,000 customers in countries worldwide including Canada, the Far East and the Caribbean, our clients include some of the world’s leading manufacturers, importers and distributors and many of the top 100 motor retailer groups in Europe. We also have partnerships with some of the leading players in the marketplace. Their requirements may differ, but they all rely on us for the same reasons:

We’re specialists

Our systems are developed specifically for the automotive industry, not simply general distribution. They are at the very forefront of technology.

We’re experienced

With exclusive involvement in the automotive industry for over 25 years, we know your business well and the factors that can affect it at any time. We have proven experience in giving our customers access to the opportunities that information technology can bring.

We’re flexible

Our scalable solutions are tailored to fit your business – from the largest global network to the smallest independent operator. And since our products are all modular, you can choose to implement an entire system or just the elements you need.



The automotive experts



We are Europe's leading solutions provider to the automotive retail sector with offices in the UK, France, Germany, Switzerland and Spain. Besides being the overall European market leader, we also lead the field in France, Germany and Switzerland and have agents throughout the world.

Established in 1976, DCS Automotive has evolved from a supplier of dealer management systems and now specialises in flexible, connective technologies and services designed exclusively for the automotive industry. Part of the international DCS Group plc (www.dcsgroup.co.uk), we have the capacity to handle local needs on a global scale.

Our products cover all elements of the supply chain process from the manufacturer, through the distributor and the retailer, to the customer.

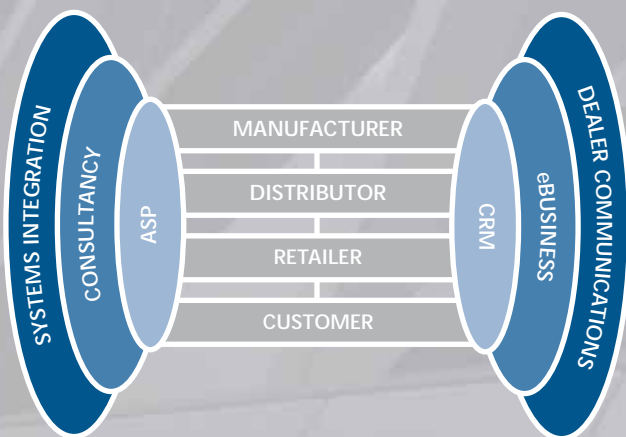
Our experience in creating solutions gives our customers a formidable business support structure, linking the best products for the job to create a single, streamlined operation.

It is this expertise which gives us our market-leading status – driven by our understanding of the industry, the calibre of our people, the needs of our clients, and above all, the importance that we place on customer relationships.

We pride ourselves on delivering pragmatic IT systems that create value for our customers.

Providing you with the tools to compete

We offer a suite of products and services developed specifically for retailers, distributors and vehicle manufacturers. Together, these enable them to work more efficiently, to save processing time and cut costs, to reach more potential customers and to help keep the ones they already have. In short, we equip our customers to meet all the challenges of a changing industry.



Supply Chain Management
from DCS Automotive

We achieve this through:

- **Specialist products**

We provide a suite of specialised applications which are designed to manage every process in the automotive supply chain. Our product and service set covers three key areas:

- eBusiness Solutions
- Distributor Solutions
- Retailer Solutions

• **Supporting Services**

We support our applications with a suite of services to provide our customers with powerful business solutions. These services ensure that business efficiency is optimised throughout the automotive supply chain and include:

Systems Integration

From your back office to your call centre, website, suppliers and manufacturers, we provide the capability to link all systems and processes right across the supply chain for an efficient, fully streamlined business operation.

Consultancy

We don't just supply solutions; we also provide on-going support to help you get the most out of them. With our extensive knowledge of both the automotive industry and new business technologies, we are ideally equipped to help you maximise your business potential.

Application Service Provision (ASP)

With ASP, you can have affordable access to all the applications you need across a dedicated network, for a fixed price per month. Consequently there is no need for a large capital investment, and no need for specialist staff to maintain your system.



Customer Relationship Management (CRM)

We provide tools to track and manage the entire customer relationship from initial enquiry to after-sales service – resulting in more accurately targeted marketing activities, greater customer satisfaction and retention – and ultimately more profit.



eBusiness Solutions

eBusiness – the ability to attract, process and fulfil orders using Internet technology – is undoubtedly the future of the industry. Our skilled team creates solutions for any size of business, to suit any requirements, whether you need to build a brand new website, simply add enhancements to your existing site or use the technology to enhance internal communications.

Dealer Communications

Our expertise in dealer communications means that we can provide products and services to maximise efficiency and minimise cost, bringing real business benefits to every element of the automotive supply chain.

“ 30% of British Internet users are willing to buy a new car online.”

Cartrack and AMT Research (2001)

delivering value to your business

Our retailer solutions

Our retailer solutions deliver outstanding performance and ensure that our customers remain competitive. Global DMS is one of the most widely used dealer management systems in Europe, with customers around the world using its stablemate International GDMS. Our Showroom application supports both of these solutions and is designed to create more business opportunities for the retailer.

Over the past 25 years, we have seen dramatic changes to the marketplace and the way in which business is transacted.

Manufacturers are coming further down the supply chain to engage the customer and the Internet has brought an explosion of customer choice to the automotive industry.

Traditional dealer profits are being squeezed as never before. Retailers need to be able to rely on a dealer management solution that provides them with the tools to enable them to deliver exceptional service, and keep customers coming back for more.

Global DMS – Allowing you to focus on your business



1. Managing and analysing

Global DMS manages and reports on every area of the business – from sales to after-sales. It's a powerful yet easy-to-use solution which provides our customers with the ability to:

- understand the profitability of every transaction generated by the retailer
- see at a click of a button the revenue and margins being made across your business
- pinpoint and remove inefficiencies
- analyse costings to identify where savings could be made
- provide a fast, reliable service which makes customers return again and again

2. Maximising profitability

Global DMS is designed to maintain and maximise profitability for your dealership whilst allowing you to focus on what is important – the customer and generating revenue:

- the Global DMS database links to every part of the business to calculate the cost of sales, service and parts that goes to create the whole deal
- when you know the true profit margin, you only offer the extras you can afford

Retailer Solutions

3. Minimising inefficiencies

Global DMS links the sales, service, parts and finance departments so that everyone is working from the same information:

- data only needs to be keyed in once and is automatically updated across the system thus avoiding time-consuming repetition, increasing business efficiency and customer awareness
- our solution streamlines all work procedures, so schedules are easier to predict

4. Delivering customer care

The many benefits of using our solution are rapidly seen in your business environment. Our solutions' functionality means that the service people are able to do the job when they say they'll do it, because:

- the parts are there on time
- the mechanic is scheduled in
- the vehicle is ready and waiting
- everything happens more smoothly
- you deliver on your promises

It all adds up to more satisfied customers coming back time after time.

About Global DMS

Global DMS is the ideal solution for any dealer or dealer group, because it is:

Flexible

- The system supports all sizes of business, enabling a tailored solution to be created for each dealer's precise requirements.
- It supports multi-company, multi-branch or multi-franchise companies.
- It can be delivered straight to your desktop via Application Service Provision (ASP) thus avoiding the need for capital expenditure and allowing the Application Service Provider to look after all of your system requirements remotely.
- It's modular – you can choose to make use of the entire system or just the modules you need.

Fully integrated

- When changes are made, for example, to car stock under Vehicle Management, those changes will automatically update in Finance and Management Focus, giving everyone throughout the business access to reliable, up-to-date information.
- The system can also be integrated with our eBusiness applications, and those of other suppliers.



Dealer friendly

- Global DMS standardises communications, so that ordering vehicles, requesting parts and submitting accounts, for example, are all processed in line with manufacturers' specific requirements.

Business friendly

- Since the system stores all transaction histories, it greatly reduces the need for paper records. And should your business expand, the system can grow to accommodate your needs, providing a secure investment for future growth.

Internet focus

- The Internet is an additional channel to market and our solution recognises the power of the Internet to maximise your business potential by allowing recognised customers access to key areas of data within the solution.

Global DMS gives dealers the power to monitor every aspect of the business, clearly highlighting the areas where more profit can be made.



1. Management Focus

A manager's-eye-view of the business, enabling you to track and monitor performance across every department and identify areas for improvement.

It provides detailed summaries on:

- parts, sales and service departments – their financial status and staff performance
- company and departmental turnover, gross profit and budget forecast
- vehicle stocks and consignments
- cashflow and capital

2. Vehicle Administration

An invaluable tool, as it controls every process in the day-to-day business of vehicle sales. Vehicle Administration links customer requests, orders, manufacturer communications, finance, stock levels and sales for a completely streamlined, fully co-ordinated operation.

The real benefits of all this extra efficiency are:

- a positive customer experience, because the sales person has all the information at their fingertips to provide a better service
- the system can also help the sales team sell up from the base package, since the deal analysis facility will show the true profit margin at a glance

3. Finance

A suite of ledgers to which financial transaction details from other areas of Global DMS are posted automatically, so that figures are always accurate and current. All elements are fully integrated so that changes to one area will automatically update the others.

4. Service and Bodyshop Management

This system is designed to give service managers tight control of their day-to-day operations, increasing their efficiency, reducing lead times, optimising their profitability and promoting their facilities – resulting in improved customer satisfaction:

- automatic scheduling of appointments and workshop space to ensure maximum use of resources
- it controls the entire job cycle, from initial quotation through to appointment, live job and final invoice production

5. Parts

Cost effective parts management is a delicate balance. The Parts module is specifically designed to help you accurately co-ordinate supply with demand, while saving valuable time on order processing.

Benefits include:

- analysing past and current orders, it estimates the optimum stock levels
- monitoring sales performance against budget forecasts to identify areas where profitability could be improved
- saving time and money by ordering from local suppliers
- creating automatic purchase orders
- links to the whole supply chain, enabling you to respond rapidly to requests
- flexibility to set and adjust re-ordering parameters



6. Marketing and Customer Care

A powerful promotional tool, which gives our customers a competitive edge in today's demanding market.

It adds value to your business by:

- drawing on information from across the system including sales, vehicle history, servicing and complaints handling to build up a detailed profile of each customer
- integrating with Microsoft Office, to produce targeted, high-quality documents for effective customer communication from the information gathered

Showroom is a powerful customer-facing sales tool, which guides your executives through the whole sales process.

Promoting a professional image to your customers

Showroom is a separate, customer-facing solution, which works with Global DMS and International GDMS to support the entire vehicle sales process, enabling you to sell more vehicles and make more profit. Showroom is also available as a stand-alone solution for those that would prefer it.



It equips our customers with the ability to:

- promote a professional image to customers
- improve the profitability of deals
- increase profit
- create more sales opportunities
- maximise the efficiency of the entire sales process

All these factors result in increased customer satisfaction due to the efficiency and professionalism of your business.

The total sales solution

Showroom offers our customers a solution that encompasses all aspects of the sales process to help you maximise profitability for your business.

This solution handles:

- prospecting
- deal and profit building
- finance and insurance
- customer care
- showroom traffic analysis
- goal setting
- sales forecasting
- analysis of all marketing activities

Showroom incorporates:

- Internet and Intranet connectivity to access additional sales information
- multi-media technology to support sales presentations

Sales analysis

For the Sales Manager, Showroom:

- collates key information
- produces clear and concise reports in either text or chart format enabling informed decision making

Showroom

Our Showroom solution has five key areas, all designed to maximise your sales

1. Deal Manager

Deal Manager is the core of Showroom and offers quick and easy access to all utilities. It incorporates the ability to:

- view customers by category
- record and cross reference details on all deals including part-exchanges



2. Deal Wizard

The Deal Wizard can be tailored to:

- simulate specific structured sales processes
- standardise sales procedures across the dealership
- support the training of new sales staff

Showroom comes with several predefined wizards, although additional ones can be created as required.

3. Goals

This module uses graphics to illustrate sales analysis figures clearly and effectively, including:

- performance against targets
- forecasting
- marketing information to drive new sales initiatives



4. Deal Configurator

The Deal Configurator manages individual deals, providing the opportunity to supplement the vehicle with factory options, dealer accessories, warranties and other extras. Web marketing tools are provided to support these functions. It can also:

- manage discounts and deposits
- calculate the optimum rate for part exchanges
- monitor profit levels at each step of the sales process, if required

5. Scheduler

Scheduler allows managers to view daily, weekly or monthly schedules for each sales person. At the same time it enables sales staff to maintain and update their active client list easily.

Summary – Retailer Solutions

Our portfolio of Retailer Solutions allows our customers to get on with running their businesses, safe in the knowledge that they are being supported by a solution delivered by a company whose experience in this sector and understanding of this specialist area of the market is second to none.

Our endorsements from many of the world's leading manufacturers means that we have manufacturer interfaces in place to facilitate timely reporting.

Our experience in the marketplace, our market-leading solutions and our focus on customer satisfaction ensure that we deliver on our promises.

Systems Integration

The essential link to staying ahead

For retailers, distributors and manufacturers alike, the most significant factor in meeting the challenges of the changing automotive industry is systems integration.

Whilst stand-alone IT systems have brought business benefits, the true value of technology is in bringing crucial elements of your business together.

Systems Integration combines existing systems seamlessly to create one powerful business solution.



DCS is a specialist in the field of systems integration

Effective systems integration is not simply about linking discrete business systems. It requires an in-depth understanding of your business objectives and the industry within which you operate.

DCS is a specialist in the field of systems integration and with our extensive knowledge of the automotive industry, we are able to plan and implement connective solutions for any size of business. We have delivered systems integration projects for pan-European and global clients and work with any products, so long as they are the right products for you. We build systems for any size of business, and since all our solutions are customised, we ensure that each customer has the right tools for the job.

Our team includes experts in business needs analysis, change management and risk assessment, as well as project managers and systems development professionals. Their job is to take the most appropriate components and develop coherent, efficient and future-proof systems to support your business processes.

Our experts:

- work with you to create the most cost-effective, high-performance solution to improve the efficiency and profitability of your business
- employ user-friendly standard interfaces, so that every solution is easy to adopt across the business
- provide extensive support from our dedicated training team to ensure that new software, business processes, or both, are properly understood and maintained

As a direct result of using our services, many of our customers report measurable improvements in profitability and customer satisfaction.

What are the business benefits?

Systems integration enables you to:

- provide better customer service through centralised customer information
- save time and money on administration
- speed up processing times
- create a more efficient, cohesive operation
- save money on technology infrastructure

The Services



Consultancy

Working in partnership to achieve your objectives

To help you adapt and compete in a changing marketplace, we provide a range of consultancy services. Our unrivalled expertise in both specialist business technologies and the automotive industry can enable you to:

- streamline your business processes
- identify areas of cost saving
- increase business efficiency
- tackle specific business or technical problems
- boost profitability

Our services include:

Implementation and project management

For any new system implementation, we first agree a detailed plan and then provide an experienced project manager to co-ordinate the whole process. In this way we ensure that the project is delivered successfully, within budget and to schedule.

Our services are scalable, meaning that we have the solution to meet your needs – irrespective of whether we are dealing with a small number of users at a single site or multiple users in multiple sites.

Once the solution is in place we provide on-going support through our Customer Services department, which ensures that you obtain the most from your investment. We also provide additional “trouble-shooting” through our web-enabled Helpdesk that allows our customers to track their call via the Internet.



Business consultancy

We have a number of highly experienced consultants specialising in all aspects of the automotive sector and its IT systems, especially in the eBusiness arena.

By undertaking a detailed analysis of your business, they can assess its general health and make recommendations for change if required, to boost your company's profitability. The consultants can also help you to recognise and adapt to the implications of change, and minimise any adverse effects in the workplace.

Technical consultancy

Our technical consultancy service involves the planning and implementation of an appropriate IT infrastructure to meet your business needs, both now and in the future.

It also includes the provision of Internet, Intranet, email and office automation services, guidance on installation procedures, eBusiness integration, plus advice and technical consultancy through to implementation of a full solution.

Training

A variety of training programmes are available either on-site or in our dedicated training suites. Our training team are all IITT (Institute of IT Trainers) accredited and will guide you through our systems, ensuring that you maximise their potential and your investment.



Application Service Provision (ASP)

The affordable solution

Application Service Provision (ASP) is a means of accessing tailored solutions over a dedicated network for a fixed price per month. In practical terms it allows you to have the technology you need without a large capital outlay or specialist staff to maintain the system.

Applications are held on servers in purpose-built data-centres, and the Application Service Provider both supplies and supports the software that you actually see and use on your desktop.

ASP from DCS

All our market-leading applications can be accessed via ASP, enabling you to rent access to the system you require at significantly less cost. The service comes with round the clock support, plus the necessary technology to guarantee maximum security with no single point of failure.

It ensures that applications have optimum speed and reliability and are upgraded automatically. Applications currently available via ASP in the UK are Global DMS, Importer/400e and xCenta. Our systems are still available as a capital purchase if required.

ASP is an ideal solution for any size of business, since it:

- allows you to focus on your core business, leaving IT to the experts
- enables you to budget for the level of access you need
- transfers all the problems and risks associated with running a tailored system to your Application Service Provider
- provides automatic software updates instantaneously, as new technology emerges

Customer Relationship Management (CRM)

Enhancing your sales potential

CRM is a process to track and manage the entire customer relationship, across every area of the company. It combines business strategy, management skills and technology, co-ordinating all customer-related activities.

DCS Automotive: A business-wide approach

Unique within our sector, DCS Automotive has specialist products and services to deliver CRM capability to all elements of the automotive supply chain. Our systems can track the whole relationship between the manufacturer, the distributor, the retailer and, of course, the customer.

Products such as xCenta, Showroom and Importer/400e all have elements to enable CRM, and our extensive consultancy service has the expertise to help you implement an effective company-wide strategy. We create procedures to ensure that every sales lead is tracked and dealt with effectively, and that every customer is given the levels of service needed to keep them loyal to you at every stage of the vehicle lifecycle.



The benefits

The aim is to gather and apply information on every customer and prospect, every sale or enquiry, from every channel. This provides a powerful indicator, not just to individual customer preferences, but also to shifting business trends. It gives managers a clear measurement of sales processes and performance, and sales staff a more effective conversion of sales opportunities. It enables more accurately targeted marketing activities, greater customer satisfaction, increased revenue, and ultimately greater profits.

The Services

eBusiness Solutions

What can the web do for my business?

eBusiness – the ability to attract, process and fulfil orders using Internet technology – is undoubtedly the future of the industry. There's never been a more effective tool to reach prospects, convert them to customers, and keep them coming back for more.

DCS Automotive: The eBusiness specialists

The eBusiness Division of DCS Automotive specialises in the design and implementation of successful Internet strategies exclusively for the automotive industry. Whether you need a completely new interactive website, enhancements to your existing site, or even an improved Intranet facility, we have the ability to deliver.

Our aim is to help you sell more and increase efficiency, by unifying the supply chain and enabling true eCommerce. We work with you in establishing a vision and plan, then we design, integrate and implement a solution that meets all your business objectives.

Our solutions will enable you to:

- attract new customers
- boost your corporate identity – either with your own stand-alone website, or with a whole network of dealerships
- respond proactively to your customers' needs
- maximise business efficiency with improved communications, both internally and externally
- control and update your site without specialist hardware, software or staff
- gain immediate access to the latest Internet developments for the automotive industry
- constantly monitor the performance of your strategy



Dealer Communications

The power of communication

In any modern business, information is king. How you access it, apply it and move it around the business has a crucial bearing on your operational efficiency, and ultimately your profit.

So a system that streamlines the flow of information can have a dramatic impact on your business.

It can enable you to:

- save unnecessary time on paperwork
- respond quickly to customer enquiries
- obtain faster responses from your suppliers
- increase customer satisfaction
- minimise costs
- increase your revenue

“Reducing customer defection by only 5% can increase profits by as much as 85%.”

Kurtz & Clow (1998)

The DCS Automotive solution

DCS has proven capability in delivering communications systems – all of our solutions improve the flow of information throughout the supply chain between the dealer, their customers, suppliers and manufacturers.

How do we achieve this?

Through leading edge products such as:

xCenta – our own unique technology platform which connects a whole range of applications to your management system. xCenta can provide a complete, integrated solution where all systems are updated automatically with each transaction – so that everyone across the business is working with the latest information.

Dealer Connect – which provides a fast, online link between dealers and their suppliers for the price of a local call. Tracking orders is a fast, interactive process, enquiries can be dealt with instantly, and the myriad of traditional paper-based tasks are handled simply and efficiently on screen.

