

A close-up, black and white photograph of a car's front left side. The image shows the headlight assembly, which includes two circular lenses. Below the headlight is the side mirror housing. The car's body panels are smooth and curved, with a prominent crease running along the side. The lighting is soft, highlighting the textures and curves of the vehicle.

eBusiness 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.

The Company

Overview of DCS Automotive 1-3

The Solutions

DCS Automotive's eBusiness Solutions 4-9

The Services

Systems Integration 10-13

Consultancy

Application Service Provision (ASP)

Customer Relationship Management (CRM)

Dealer Communications

The Company

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.

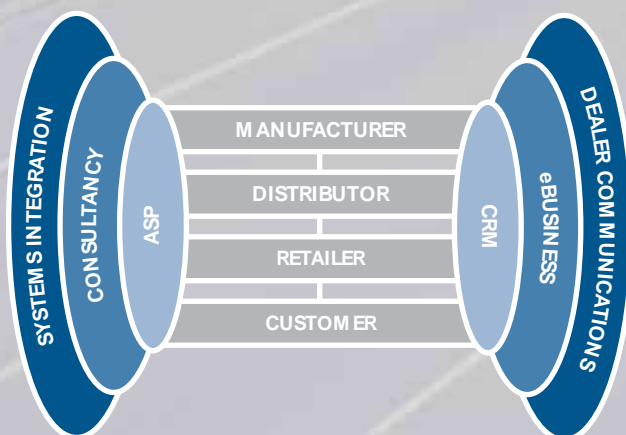
Our experience in creating solutions gives our customers a formidable business support structure, linking the best products for the job to create a single, streamlined operation.

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.



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

Cartrack and AMT Research (2001)

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.

“ We were most impressed by the hard work and commitment of the DCS Automotive eBusiness Division in delivering our online new car comparator on time and to our specific requirements. The functionality and design are excellent.”

Michelle Roberts, eCommerce Marketing Department
BMW (GB) Ltd

The Solutions



What can the web do for my business?

In an era driven by technological change, the Internet explosion has particularly affected the automotive industry. Distribution is undergoing radical changes, and yet many people have still to recognise the potential of this powerful new medium.

Research is proving that that the “bricks and clicks” approach – combining the benefits of a traditional dealership and a website – is the most effective way to do business. Certainly, there is little doubt that the potential of the industry is online. After all, who wouldn't want a sales person there for them 24 hours a day, 365 days a year?

Quite simply, there's never been a more effective tool to reach prospects, convert them to customers, and keep them coming back for more. No matter what stage you have reached with your Internet strategy, the possibilities created by web technology are far-reaching.

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, from the largest dealership groups and manufacturers to the smallest independent retailers. 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 of 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 dealership sites
- respond proactively to your customers' needs
- maximise business efficiency with improved communications, both internally and externally
- control and update your website 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

“There are over 17.9 million users of the Internet in the UK.” [Computer Industry Almanac \(2001\)](#)

our approach



We work with you to develop a solution tailor-made for your business, incorporating factors such as:

- how your business works
- what your objectives are
- what the potential of Internet technology can bring you
- your corporate identity

We implement the solution using:

- **Award-winning design**

Our production team has unrivalled knowledge in developing automotive websites. Our designers create attractive, professional sites that are also user-friendly and encourage real commerce.

- **Flexible, leading-edge technology**

All of our eBusiness solutions are powered by xCenta, our unique technology platform that provides powerful and expandable systems for all sizes of business. xCenta controls a whole range of applications developed specifically for the automotive industry.

These include:

Car Stock Application – enables visitors to your website to view your vehicle stock and contact you about their requirements. Your vehicles can also be advertised on the Internet stock locators, such as Autotrader and iXm.

Car Explorer Application – lets your website's visitors configure a new car to their exact specification and compare it to any other vehicle.

Web Editor Application – allows dealers to edit their own website using common word processing skills, rather than specialist programming knowledge.

H & S Application – a powerful Intranet tool which provides online, interactive documentation, checklists and risk assessments for Health and Safety regulations. With centralised reporting, dealer networks can constantly monitor the status of all dealers in relation to this crucial legislation. Produced in partnership with the Signum Group, leading consultants in Health and Safety law.

“We needed a system that was scalable, flexible and at the forefront of Internet technology, while providing our dealers with an interface which they could use with ease. xCenta more than satisfies these requirements.”

George Hamin, eBusiness Manager
Subaru Canada, Inc.

xCenta applications can be seamlessly integrated into your Internet or Intranet service, even if we do not provide the interface.

Using the highest levels of security, xCenta gives you the power to control your own website and creates a seamless flow of information between the Internet user, the dealerships, the distributors and manufacturers for maximum business efficiency.

xCenta is delivered under the Application Service Provision (ASP) model, removing the need for significant capital investment in specialist hardware, software and personnel. You simply rent access to the system you require.



- **Industry-leading partnerships**

Our partnerships with some of the key industry players, including iXm, Autotrader, the Signum Group and JATO eServices, ensure that you can exploit all the advantages they can offer. By using open standards in all of our development work, we ensure that our systems can integrate with the systems of other organisations to assist in making technology truly work for your company.

- **Copywriting skills**

Using our specialist automotive knowledge and website expertise, we can help you present your business to its best advantage.

- **Website promotion**

When you compete in a market as vast as the World Wide Web, getting your site listed in the right search engines is critical in order to be noticed. Our specialists use their inside knowledge to help get your site registered with the top ten search engines to maximise your web presence.

- **Training**

We can provide you with the perfect eBusiness solution, but its ultimate success depends on your staff. Our trainers are fully accredited with the Institute of Information Technology Trainers (IITT) and ensure that all personnel understand the new technology and how to apply it confidently to their role in the business. We can empower your employees to take full advantage of both our technology and the Internet as a whole, allowing you to maximise the return on your investment.

- **eBusiness and technical consultancy**

Our eBusiness consultants can ensure that your strategy delivers all of the advantages of the Internet. They offer a variety of services, from designing the ideal system, managing the production process, ensuring success through integrating your existing business processes with new technology, and reviewing and measuring your strategy's effectiveness over time.

Our technical experts can also develop our technology to deliver a bespoke solution for your specific requirements.



“Important to our Internet strategy is finding solution providers that are professional, with car dealership experience, who understand our business and are flexible enough to tailor their products/ solutions to suit our requirements.

We were delighted by the quality of work of DCS Automotive's eBusiness Division who delivered our new car comparator on time and within budget.”

Clive Anderson, eBusiness Development Manager
Lancaster plc

our approach

We stay in touch, helping you to head off problems before they arise, and to maximise the business potential of your investment. We achieve this through:

- **Research and development**

Research and development is a key part of our business, and our R & D department is constantly at the forefront of commercial Internet developments. Our developers use their expertise to create leading edge applications and product enhancements to help your business attract and keep customers.



- **Customer services**

As a customer you will have a dedicated Account Manager who regularly checks how your website is performing and provides advice and assistance with your general Internet strategy. This advice includes the latest web marketing techniques, information about how to capitalise on the sales leads your site provides and also details of any of our latest products that can help you expand your business.

Any problem or query can be made to our Helpdesk via the telephone or the Internet and you are guaranteed a prompt response. The Helpdesk operates to the very highest standards and has TickIT and ISO 9001 accreditations.

- **Online information**

We are the force behind AutoWired® (www.autowired.com), the definitive news and information portal for the retail automotive industry. It includes up-to-the-minute news and features on industry developments from independent journalists, plus live coverage of industry events and the UK's first automotive forum where users can exchange views and gain advice.

AutoWired®

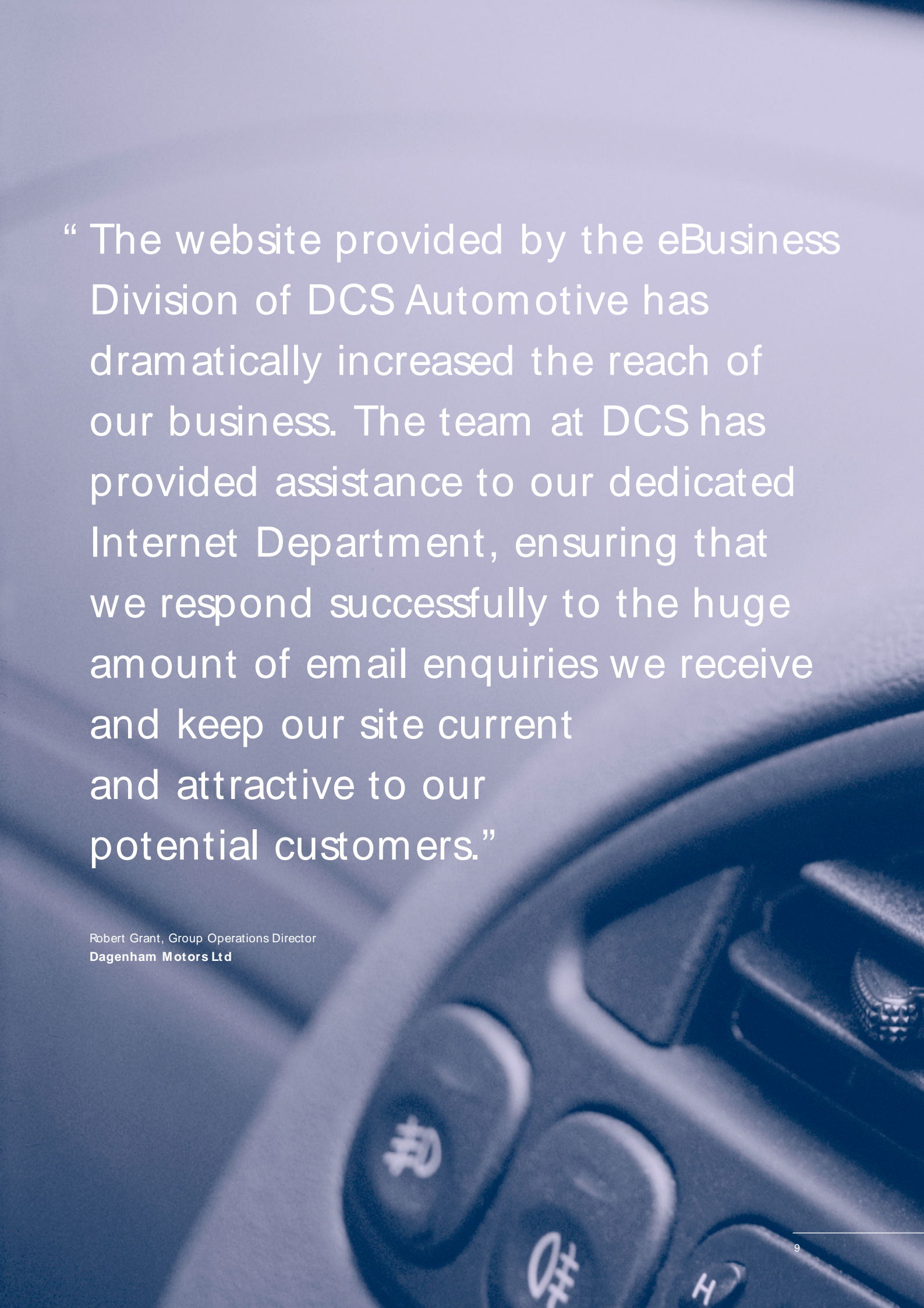
“Indispensable for all the latest news in the automotive world.”

Internet Monthly Magazine (2000)

“The Internet continues to make a significant difference to our business. The re-launch of our website with DCS Automotive, together with the supporting internal culture means that close to 10% of our business can be attributed to Internet activity, and this figure is constantly rising.”



David Allsopp, eBusiness Development Manager
Camden Motor Group



“ The website provided by the eBusiness Division of DCS Automotive has dramatically increased the reach of our business. The team at DCS has provided assistance to our dedicated Internet Department, ensuring that we respond successfully to the huge amount of email enquiries we receive and keep our site current and attractive to our potential customers.”

Robert Grant, Group Operations Director
Dagenham Motors Ltd



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:

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

“79,000 used cars will be sold online throughout Europe by 2005”

Datamonitor (2001)

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.



“When customers come to us now they are better informed and it is clear from their reaction that they are very happy with this. 10-25% of our used car customers have been gained through our DCS Automotive website.”

Tim Mayneord, Managing Director
Regal Group

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



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.

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

Kurtz & Clow (1998)



DCS Automotive
your strength in one

