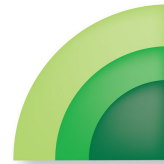




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## A successful 'Dealer Management System'

Coastline BMW at Caloundra is the first dealership in Australia's BMW franchise group to pioneer a state-of-the-art dealer management system (DMS), called UNITS™ which is tailored to the needs of the retail automotive dealer industry and developed by software company Auto-IT.

Coastline has implemented the Windows-based DMS software, which runs the sales, parts and servicing, administration and marketing functions in a bid to boost the franchise's productivity and profitability.

The dealership, which incorporates BMW vehicles, BMW motor cycles and MINI, is now fully operational on the new system after three months of intensive change management work that saw no down time for the business.

According to General Manager Tristan Kurz, the changeover to the new system involved minimal risk as the software had already been endorsed by BMW, with extensive interface work carried out prior to the system being made available to the dealerships.

"We needed to change to a more technologically-current system, one which could provide a high level of productivity among the staff and lead to a much better experience for our customers at the sales and servicing levels. Ultimately, we were looking for a system that would provide us with a better ability to be able to drill down and analyse the business, leading to greater efficiencies, better customer service and higher profit."

"We chose this system as it is the latest in new generation, Windows-based technology, it's up-to-the-minute in terms of its technical capability, user-friendly, and has the flexibility to meet our needs into the future."

Tristan said UNITS™ is already making inroads into staff productivity and efficiencies, which are impacting positively on Coastline's customers.

"We had been operating on a system that was not as advanced as everything else in the business and was starting to impede productivity," Tristan said. "Already we are seeing immense benefits in the administration department

where productivity and job satisfaction levels are so much higher, yet the stress levels are so much lower."

"For the customer, we are also seeing greater efficiencies, particularly in the servicing experience, such as with the use of BMW's electronic vehicle keys and how they interface with our system. These keys record important vehicle information such as chassis number, current kilometres and information about what servicing is required on the vehicle, what we call 'condition-based servicing', where the vehicle itself is doing the analysis of its servicing needs," he explained.

"Instead of servicing being done within a pre-determined timeframe or after a set number of kilometres, it is done when the vehicle actually needs it – such things as replacing brake linings, oil changes etc. This information is transferred via the customer's key back to the system, and the software is critical in this process."

Ken Fife, chief executive officer of Auto-IT said, "The successful software installation at Coastline

BMW follows more than 12 months of work behind the scenes between Auto-IT and BMW's IT department to develop the necessary technical interfaces between our Windows-based system and BMW's technological and business requirements. The result is BMW's endorsement of the software as one of its preferred dealer management systems."

Tristan said the implementation of the new system, which he expected would take 12 months, in fact took only three, with the dealership now 95 percent operational on all aspects of the software. "The process was a lot faster than we expected; the fact that key staff from Auto-IT stayed on over the implementation phase got us there."

The UNITS™ DMS system is now being implemented at BMW dealers Westco Motors in Cairns and McGuigan BMW in Port Macquarie.

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