

# **Auto-IT's PMDS™ remains a core component of Norris Motor Group business after 20 years**

*A PMDS™ case study based on an interview with Brian Hannan, CFO, Norris Motor Group.*

January 2009

*The Norris Motor Group (NMG) began as a single motor dealership 23 years ago with 26 staff including Brian Hannan who is now the group's CFO. Norris Motor Group has grown to become one of Australia's largest privately owned motor groups with seven locations, an additional 14 franchises and 400 staff across Queensland. NMG selected Auto-IT's PMDS™ as the dealership's software system 20 years ago and PMDS™ has remained a core component of the business ever since.*

PMDS™ is an integrated database of vehicles, parts, customers and suppliers that enables retail automotive dealerships to manage their sales, parts and service departments as well as providing prospect and sales data for marketing. The comprehensive and intuitive system has been driven and developed in conjunction with major client dealerships over more than 25 years.

"When PMDS™ was introduced to Norris Motor Group, our staff had had no experience with computer systems and were used to carrying out transactions manually," Brian Hannan said. "Access to a full online system for invoicing and cataloguing parts significantly boosted efficiency at that time, while the financial data the system provided was essential to modernising our business and planning for growth," he added.

## **PMDS™ capability keeps expanding to meet growing dealer group needs**

Brian explained that he readily adapted to the new system in the early days and was excited by its potential. "I was eager for NMG to be a 'test-bed' for new modules and worked closely with Auto-IT to develop and improve the system," he said. "Auto-IT was particularly responsive to requests for broadening the system's capability and continues to work with us to develop modules such as the system to track used car stock turnover, parts history and return on investment calculations that was introduced recently."

"PMDS™ is now a good stable platform that provides all the services NMG requires," Brian said. "The greatest benefit is the system's ability to integrate all departments so that we're able to track full records of each car and its parts over the years."

"While PMDS™ has been important to supporting our business growth, we haven't allowed it to impact on the way we do business," Brian added. "We have worked with Auto-IT to ensure that the system's development has mirrored the way NMG wants to do business rather than allowing the system to drive our business processes."

## **Auto-IT team incorporates business understanding into PMDS™ development**

Brian has been particularly impressed by the depth of understanding of the dealership the Auto-IT software developers have maintained and their ability to incorporate their business knowledge into the development of PMDS™.

"The Auto-IT team has always been proactive and engaged in open communication. We've worked with the same staff for a long time and they have come to know us, our business and the motor industry as well as the IT industry very well. In a sense, Auto-IT has become a business partner with NMG," Brian said.

## **Auto-IT's excellent training programs support introduction of new PMDS™ modules**

Auto-IT has provided excellent training and support to NMG with the introduction of new PMDS™ modules but NMG prefers to handle the ongoing support of its staff independently. The transition of the PMDS™ into new dealerships and franchises has been an interesting process for NMG according to Brian. “In some cases it has been quite difficult for staff who have had experience with other systems or have only used manual systems to adapt to PMDS™. We have had most success where we have transferred existing staff into our new businesses so that they are able to support the transition. PMDS™ has become second nature to them and we have had good continuity of IT staff to pass on their knowledge.”

Brian considers that ten years ago, NMG was a power-user of PMDS™. “We used 100 percent of its capacity and were keen to fill the gaps,” he said.

### **Complex deal management and showroom modules best on market**

Brian has been impressed by Auto-IT’s investment in continuing to improve modules such as the deal management and showroom components to make them more accessible – particularly for the more senior sales personnel, some of whom have hesitated to embrace the system’s full capacity.

“These modules are complex and have been especially challenging to automate,” Brian said.

“Compared to other available systems, Auto-IT has done very well. We do keep an eye on other systems to make sure PMDS™ is keeping on the job,” he said. He also mentioned that NMG is working with Auto-IT on the new customer relationship management module to remove some of the barriers and better tailor this module for customer prospecting and follow-up.

### **Updated PMDS™ user interface a big plus**

Brian went on to highlight Auto-IT’s investment in time and resources to bring a more modern user interface to the Linux-based system. “A modern look and feel will certainly be a big step forward for this system that really provides everything we require and is more viable than any other system on the market,” he said.

“The Auto-IT PMDS™ continues to be the best system available for handling complex tasks in our motor dealerships as easily as possible. It is incredibly stable, resource friendly, economically excellent and our people with different levels of ability can be successful with it. I would recommend it to other motor dealerships with no reservations,” Brian concluded.

*Auto-IT Pty Ltd specialises in the development and marketing of dealer management software systems for dealerships in the automotive, trucking, agriculture and construction equipment industries across Australia and in New Zealand, USA, Canada, Singapore, Malaysia, Brunei, Fiji, South Africa, Thailand and Mexico. Auto-IT provides quality systems that help clients run their dealerships effectively, efficiently and profitably.*

### **For further information contact:**

Julie Stephens

T: 03 9391 4603

M: 0413 119 673

E: [julies@stephenspr.com.au](mailto:julies@stephenspr.com.au)