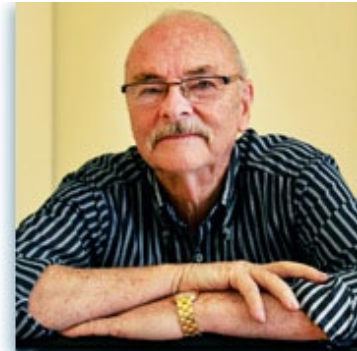


A Message from the CEO

“Steve Job’s impact on the way we live our lives has by any measure been staggering.”



With the recent passing of Steve Jobs the world has lost an enigmatic genius and one of the most brilliant innovators we have ever seen.

The secret of his success has been not only his talent for design but his ability to create a vision, innovate with new products within that vision, and then repeat that process again and again.

By 2015 it is estimated that eighteen million smart

phones will be operating within Australia and the majority of these will be iPhones. Steve Job’s impact on the way we live our lives has therefore by any measure been staggering.

By 2015 it’s anyone’s guess what we will be able to do with these smart phones but even today they are powerful pocket computers, and in the near future they will feature more and more powerful applications that will make them indispensable in our business lives. Even today smart phones play an increasingly important role in the mobile digital economy.

This technology has the potential to remove the notion of time and distance and to IT companies like Auto-IT, this presents a significant threat or a great opportunity. A threat if we rest on our laurels, an

opportunity if in following the spirit of Steve Jobs we create our own visions and continue to innovate new products.

Vendors of IT products and services in the past attended to their own market niches. Business customers of today are more sophisticated and a lot more demanding.

Technology has grown more complex and integrators will not prosper if they can’t supply a broader range of digital age solutions via the Web.

At Auto-IT our investment in research and development is significant and some of the new products we have launched or are about to launch include business intelligence reports delivered on a dashboard in real-time via a portal, iPad integration, customer

Continued overleaf

From the CEO cont. access to our clients' businesses via a portal, and mobile technology integration. Much more is in the development stage.

If you would like to discuss Auto-IT's innovation initiatives or have a need to talk

to me on any other topic, I am available at any time on my mobile, +61 432 689 688.

Ken W Fife
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Auto-IT Australia Pty Ltd
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R.I.P. Steve Jobs



Kaizen
by Auto-IT
Good. Better. Best.

Real-time Reporting to all Managers

Personalised whiteboards & workshop charts!

[Click here to learn more!](#)

WebCRM Case Studies

Michael Jarvin - Steve Jarvin Motors

Q. How long have you had WebCRM?

Four months now.

Q. What functionality in WebCRM do you use?

We use the prospecting/follow up functionality and will look at using the marketing and survey functionality shortly.

Q. How has WebCRM changed your business?

WebCRM has breathed a new lease of life into our Sales department. We love it. Finally we have prospecting software that is easy to use and tailored to our industry. It's interesting; you know it's good when you see how passionate the Auto-IT staff is about the product.

Q. How does it compare to other CRM systems in the marketplace that you have seen?

Well, we wanted a CRM system years ago and have reviewed three of the most well-known CRM systems in detail however I am glad to say we waited for the Auto-IT version and it has certainly surpassed expectations.

Q. Was it easy to train the staff on the new system?

It is easy to train and those that saw the advantages used it from day one. However like any cultural change you have to deal with some staff that don't like change. Fortunately it's easy to use and easy to show the benefits. We now have all staff using it pretty well and we see in the future it will add a phenomenal amount of value to our database and marketing efforts.

Q. Would you recommend it to other dealers?

It's a must for any other Auto-IT dealer and they can feel free to call me anytime if they have any questions.



Michael Jarvin

Tony Groves - Mornington Mazda

Q. How long have you had WebCRM?

Approximately three months now.

Q. What functionality in WebCRM do you use?

We use Surveys, Marketing, Issue Management and Prospecting / Follow-Up.

Q. How has WebCRM changed your business?

It has improved our business in a number of key areas including:



Tony Groves

Continued overleaf

WebCRM Case Studies *cont.*

- Service – Our service reminders are managed out of WebCRM and has made it easy for me to see that they are done ie. Makes my staff accountable.
- Marketing / Surveys – Allows us to maintain and improve our customer satisfaction with our clients. Also using the surveys we have been able to increase our 1st service bookings.
- Issue Management – Whereas previously it was easy to forget a client complaint we now manage this by using WebCRM. As a DP, again, it provides a clear picture as to the issues that have come in and whether we are managing them properly or not.
- Saves me money – I have managed to save 8 hours a week in terms of reporting and management for both my sales and service managers. It has also saved time for my Aftermarket and Business Managers. These are real savings which makes it easy to validate the monthly maintenance we pay.

I would also like to mention that the Sales Log in Vantage Point has allowed me to save a whole person in my organisation and gives me transparency over my sales staff wherever I am and no longer can they hide. (Note: Vantage Point is a separate program to WebCRM).

- Sales – Capturing leads and Follow up management is much easier. Whilst this has improved our sales effort and led to more sales, I believe the real benefit will come in time when we market to previous leads that may not have bought from us but have been caught in the CRM system. We can touch base with these lost sales in 2 and 3 years time.
- SMS – I also do my SMS campaigns from the system.

Q. How does it compare to other CRM systems in the marketplace that you have seen?

We have used a couple of systems recommended by our suppliers however they were cumbersome and not integrated. With WebCRM we are able to see the history of a client in our business including the marketing history.

For example I can see if we have touched this client 4 times in the last 3 months and consider whether I am 'over touching' them. I can also see any issues this client may have had in the past.

Q. Was it easy to train the staff on the new system?

It only took a couple of days to train the staff but one of the key ingredients, as always with change, is a champion in the business. In this case I was the champion for the project.

Q. Would you recommend it to other dealers?

Already have.

[Download WebCRM Brochure](#)



Quotable

“All the art of living lies in a fine mingling of letting go and holding on.” **Henry Ellis**



Auto-IT Continues to Lead at AADA

In just four short years, the Auto-IT booth has become something of a must-visit destination during the annual AADA Convention pilgrimage.

Auto-IT had a significant presence at this year's event, held in Melbourne's Grand Hyatt Hotel. The response to Auto-IT's growing suite of new-generation dealer solutions was very positive.

With the constant changes in the dealership landscape, the event was for many dealers, their first chance to learn about some of Auto-IT's cutting edge products like the fully integrated Web-based Customer Portal, the VantagePoint dashboard and the industry's game-changer, Dealer Spectrum.

These (and a number of other) solutions have met with rave reviews from dealers across Australia and underscore Auto-IT's accelerated commitment to cutting-edge, simple-to-use dealer solutions, powered by class-leading Windows-based and Apple-friendly architecture.

Again, mobility and Web-based solutions were front and centre and Auto-IT staff demonstrated a number of exciting innovations that tap into this growing trend. Popular as ever too, were the remote control Lamborghini & Ferrari giveaways Auto-IT has become famous for, along with the iPad2 prize, won by Courtney & Patterson Honda.

We look forward to seeing you all again at next year's AADA Convention!

[Check out the Auto-IT AADA Interview Video](#)



National Sales Manager, Michael Cross (left) and Chief Operations Officer, Wayne Rushworth, strike a pose at Auto-IT's AADA Convention booth.



Auto-IT's Clem Murphy (left) tries to look happy as he hands over the new iPad he'd rather have kept for himself. It was won by Courtney & Patterson's Honda Sales Manager, Andrew Ward, at Auto-IT's AADA Convention booth.

Quotable

"Everywhere is within walking distance if you have the time." **Steven Wright**

New Staff Profiles

Batoul Bazzi

A few months ago, Batoul Bazzi joined our Sydney team as a Support Consultant. Having recently graduated from UTS with a Bachelor degree in Business and IT, she looks forward to the opportunity to expand her horizons during her employment at Auto-IT.

Greg Jones

Having previously worked at Toyota for 22 years as an Analyst/Programmer, supporting and maintaining their Spare Parts system, Greg joined our Sydney team as a Quality Assurance Officer.

With a Bachelor Degree in Computer Science from UTS, Greg has also worked as a programmer at Photoset Computer Services (a computerised typesetting bureau and part of Australian Consolidated Press). He looks forward to being able to contribute to Auto-IT in the future.

Kelly Nguyen

Currently a first year student at the University of Sydney, completing a Bachelor degree in Commerce and Arts, Kelly Nguyen has joined our Sydney office as a Marketing Assistant. She completed her Higher School Certificate in 2010 and is looking forward to the year ahead with Auto-IT.

Saleem Sadruddin

Saleem has recently joined Auto-IT as a Systems Engineer in our Sydney Office. Saleem has done a Masters in Computer Science having specialization in Computer Networks and Communication from IQRA University, Karachi Pakistan.

He has 8 years of experience in Network Systems administration and has diverse knowledge in Microsoft, Cisco, Linux, Solaris and Avaya Telecommunication services.

Saleem started his career in Pakistan, working for Satech Pvt. Ltd and English Biscuit Manufacturers Pvt. Ltd. His last assignment was with Open Access P/L Aust., where he worked as a support engineer.

Ferdi Abdulovski

With a Diploma in Computer Science at RMIT and a Microsoft certificate on configuring Windows 7 (70-680), Ferdi Abdulovski has joined our Melbourne Office as a Support Consultant. At 22 years of age, he is looking forward to the opportunity working with the Support team in Melbourne and is enjoying the new challenge.

John O'Halloran

John O'Halloran is the Regional Manager for South East Asia, based in Kuala Lumpur. He has both an Automotive and IT background with over 20 years of worldwide experience in retail, distribution, fleet management and financial services.

John holds a Masters Degree in Information Technology and Management and is an experienced delivery and operations manager. In previous roles he has worked for two OEM's, Volkswagen and Renault, in addition to several major Automotive software vendors worldwide.

Prior to his appointment, John had spent a total of eight years living in Asia, six of those in Japan as Country Manager and most recently two years in Thailand and Japan as a General Manager, managing a global OEM relationship. In addition, John has also managed large-scale software deliveries in Russia, The Netherlands, The UK, Puerto Rico and Portugal.

Tarik Gagali

Tarik Gagali has taken the role of Junior Technical Support based in the Melbourne Office. After completing his course in Information Technology/ Project Management at RMIT, he then went on and worked as a volunteer for 3 months at a small IT firm where he gained some experience. This is his first full-time role in the work force.



Quotable

"A budget tells us what we can't afford, but it doesn't keep us from buying it." **William Feather**

New Factory Interfaces

Auto-IT continues to develop and enhance factory and third-party interfaces - many which can help make your business more efficient and effective. Don't miss out on giving your business a competitive edge.



To find out more about how these interfaces can benefit your business and to request installation, please contact your Business Relationship Manager.

- AutoGro PartsWeb Parts Locator (in pilot)
- BMW WIT / SAP Interface Update (launched

- 3rd of October 2011)
- Ford CPS (Capped Price Service) Interface Update
- Ford ESOS Reporting Extract
- Holden RIM (Retail Inventory Management)
- Mazda Prospect System Integration (scoping)
- Mazda Service Data Load (in pilot)
- Mitsubishi CPS (Capped Price Service) Interface Update
- Mitsubishi SAP Migration (scoping)
- Peugeot Service History Interface (in development)
- SmartTrade GetGenuine program (in pilot)
- Toyota Taipan (launched 3 May 2011)
- Volkswagen Service Extract Update (now includes Skoda)



Recently Spotted



Missing Out?

If you haven't received one or more of the following important communications recently, we urge you to take 3 minutes to update your details with us. [Update your contact details here.](#)

- Newsletters
- Factory Interface Bulletins
- Patch Notifications
- Support Bulletins
- Invitations to Auto-IT Events

Your Clients' Contact Information is Gold

Can you guarantee its accuracy?

Optimising your clients' contact information is essential to ensuring every touch with your customer builds loyalty, longevity and profitability.

You need to know and trust that the contact details you enter are accurate and up to date. Your client database is an extremely valuable and powerful tool, but only if the data it contains is correct.

Duplicate entries, obsolete client/prospect details and incomplete data devalue your marketing campaigns, often leading to embarrassment, poor results and ultimately, frustration.

There's NOW a fast, effective service available to cleanse your contact & associated databases in PMDS®.

The Data Purging Process

The philosophy is that a motor dealer relies on its entire staff to enter and maintain a high standard of customer name/address data so that the database is as usable as possible. Remembering that many factories use Dealer Management System (DMS) customer data as the basis of their own marketing (RDA's), there is a strong emphasis on having the best quality data available. To make this objective easier to realise, there are benefits in "purging out" unwanted and redundant customer records.

This makes it easier for staff to access current customers in such areas as prospecting, service bookings, etc. The very nature of a motor dealership business causes database issues.

- Many customers are entered but do not actually BUY. i.e. Prospects, Ccard with a "P" flag only
- Transient non-returning Service customers
- Debtors and creditors that no longer do any business
- Many dealers on the DMS for over 10 years

FREE Sensis® Health Check Report

Take advantage of a complimentary health check of your customer data through Sensis® Data Solutions and Auto-IT and get some REAL insight into:

- # of customers matched to the White Pages® and still live at the address you hold for them
- # of address changes found through the White Pages® & Australia Post's National Change of Address
- # of addresses that can be corrected against the Australia Post Postal Address File
- # of phone numbers that can be confirmed as accurate
- # of new phone numbers that can be found

This insight will provide you valuable feedback on how you can improve and enhance your marketing efforts whilst decreasing costs.

® is a registered trademark of Telstra Corporation Limited ABN 33051775556



Order a FREE Sensis® Health Check Report!



Contact Lucy Kelly

lkelly@auto-it.com.au
02 8566 3000

FAQs & Tips

Servers fail. They break down; hard disks seize up, memory chips burn out. And it always happens an hour before the big sale or service rush! Then of course there are other potential disasters that can affect servers such as fire, flooding, burglary and lightning strike.

We all know that server backups are essential, and all dealerships run a system backup of some sort to tape, hard drive or a remote storage device, but do you take the time to check the backup logs and run test system restores to ensure that the backups are actually working?

Backup logs should be checked on a daily basis, and test restores should be run every few months.

For Linux servers, i.e. PMDS® customers, the backup logs are printed to the system's EOD printer on a daily basis and should be checked along with the EOD reports.

System restores can be carried out by Auto-IT to ensure that your database backups are working correctly. Please contact your Account Manager for further information.

Web Services and D3 Shutdowns

PMDS® System Administrators should be aware to disable their PMDS® Web-Services before they perform D3 database shutdowns of any sort. Not doing so will cause the background processes to not wrap up correctly, possibly leading to data corruption upon restarting the D3 database.

In the event of a system crash, a file save (and restore?) should be performed before any users are allowed access to the system.



Recently Spotted



When times are tough and the showroom's dead, salesmen are very innovative in the art of self distraction.



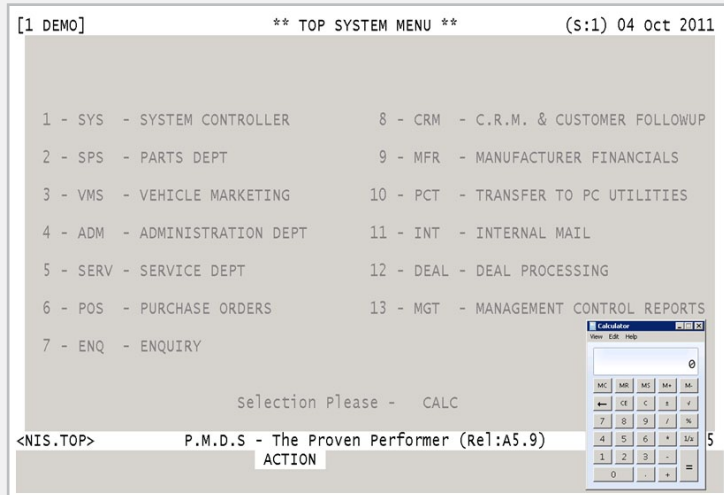
A good Dealer Management System makes it easy to manage parts - like this 3-metre long part that doesn't have a matching bin location!

Did you know?

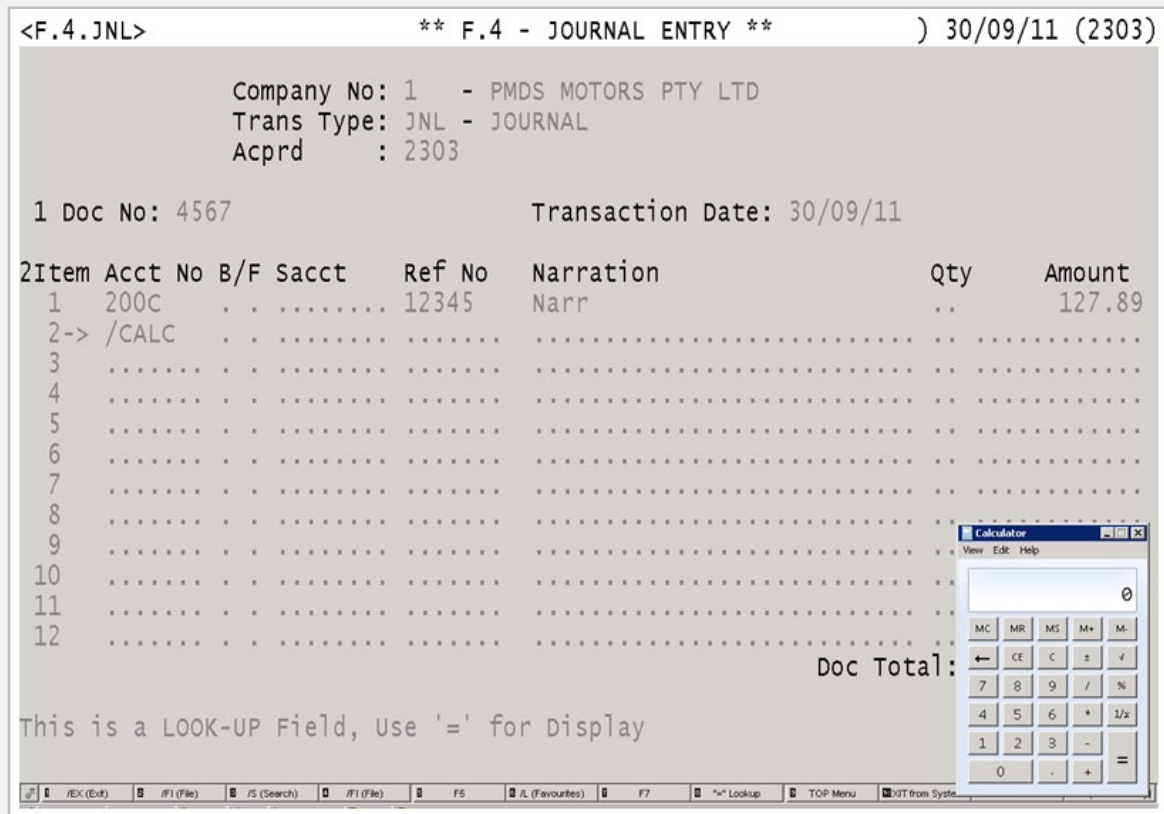
Did you know that the Windows Calculator may be quickly launched from both the PMDS® menu and from within PMDS® data entry screens.

To open the calculator from the PMDS® menu simply type 'CALC' and the 'Selection Please' prompt.

To open the calculator whilst within a data entry screen, simply type '/' CALC'.



This shortcut will work with both Viaduct & Accuterm.



Did you know that apart from all standard date formats, most PMDS® date input fields accept these shortcuts for date entry?

- | | | | |
|-----------|-------------------------------|--------------|---|
| L | Last month | C | Current month |
| -5 | 5 days ago (any no. of days) | +2W | Today plus two weeks (any no. of wks) |
| +2 | 2 days time (any no. of days) | +2M | Today plus two months (any no. of mths) |
| N | 1st of next month | DD/MM | Presumes current year |
| Y | Yesterday | DD.MM | Presumes current year |
| T | Tomorrow | DD MM | Presumes current year |



END