

OCT
2010



A Message from the CEO

We are nearing the end of the 2010 calendar year and uncertainty in this post GFC climate continues to influence our marketplace. Sales in the dealer marketplace remain soft but with Australia's impressive employment statistics and the relative strength of the Australian dollar we have a lot to be thankful for.

Auto-IT is a vendor of retail Dealer Management Systems. A massive amount of resource is expended by us in continually improving our product offerings in line with Worlds best practice and this is reflected in the continued steady growth in our customer numbers.

Since the beginning of the current calendar year the number of licensed users of Auto-IT's software products increased by a total of 2,122 users to reach an all-time high of 18,975. This represents an average of 236 new users licensed to utilise our dealer management software in each month so far during 2010.

Our dealer systems now run the businesses of 477 dealerships in an estimated 1150 locations in countries as widely diversified as Australia,

New Zealand, The USA, Canada, South Africa, Mexico, Singapore, Brunei and Malaysia.

Earlier this year we signed contracts for the introduction of our EQUIP® agricultural dealership software into the countries of the former Soviet Union. The system is in the process of conversion into the Russian language and the first pilot site just out of Moscow, is expected to go live in the 2nd quarter of 2012.

As we mature as a company the average size of our customers' dealerships is growing and many of our new dealer clients are proprietors of sizeable multi franchise dealerships in multiple locations and in excess of 150 users per dealer group.

We are single-mindedly focused on the provision of new generation enterprise software products designed to help our clients efficiently run their businesses, irrespective of what the economy might throw at them. We pride ourselves on achieving the following:

Moderately priced Dealer Management software embracing the latest in technology but capable of holding its own against any



global competitor.

Regular web-based training programs designed to make user training more relevant and much more affordable.

Dealership process improvement programs designed to maximise the efficiency of our dealer systems and to guarantee more profitable outcomes from our customers' investment in technology. You will hear a lot more of this service in coming months when we officially launch our DEALER SPECTRUM® products and services.

At Auto-IT we will do our best to make sure that the partnership between our company and its valuable customers will continue to flourish and as the CEO I will always welcome personal contact from customers at any time on my mobile phone number +61 432 689 688.

Ken W Fife
Chief Executive Officer
Auto-IT Australia Pty Ltd
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UNITS® User Group 2010



For three rainy days in middle of Melbourne's winter, clients and staff of Auto IT assembled at Rydges Carlton for the UNITS® User Group.

The purpose of this user group was to give a complete review of build 2060, workshop enhancements for future builds and offer a range of training sessions.

The event was well attended by our Automotive Customers with participants from all the departments of Dealerships.

Day one of the user group involved a review of the 2060 update of UNITS® and insights into the upcoming 2070 and 2080 upgrades.

Training sessions were the focus of the second day of the meeting; covering topics as diverse as Marketing, Service, General Ledger Reconciliation, Parts, Customer Delivery Module and General Administration. Attendees were able to take part in multiple training sessions throughout the day.

Dinner at Copperwood came as a welcomed change of pace on the second evening. A delicious three course meal was shared by the user group attendees and Auto IT staff.

The final day of the user group consisted of breakout groups which explored potential system enhancements in the areas of Parts, Service, Admin and Sales. During breaks and lunch attendees were networking and sharing user information.

Feedback from those who attended was very positive:

"I must say that I found the 3 days very informative and I brought back a lot of good ideas from the presentations & other attendees.

The tips & tricks session was a great help.

We were one of the first to go onto UNITS® years ago and some of the basic setup stuff that appeared in later version was not part of the original package.

Going back over that was very good. Just need to find more time to implement them."

Bruce Mondientz
Manager
Wippells Autos



User Groups allow users of our software to engage directly with those at Auto-IT who design and implement it.

"I found the Units User Group Informative and interactive. Bringing users together is the best way to move forward and build partnerships."

Steven Lore
Financial Controller
North Shore BMW

"There was so much information in only three days! We learnt so much from talking to other users and hearing about their processes. This was the perfect springboard for implementing changes to the way we use UNITS®."

Yvette Hinds
Administrator
Neil Buckby Motors



Auto-IT @ AADA

Auto-IT recently attended the Australian Automotive Dealer Association Conference at the Royal Pines on the Gold Coast.

It was a three day event broken up between an Industry Day, Feature Day and Management Day. For us it was the best conference we had been to in terms of interest in our products and services even though dealer numbers were down on previous years.

The event was well received by the dealers we spoke to, especially the Feature Day with Tom Hopkins. The number of people in attendance seemed to double on this day and Tom didn't disappoint despite nursing a bad flu.

One of the themes that seemed to transcend the conference was mobility and the integration with devices such as the iPad. These devices can be used

by Service Advisors, Valuers and Sales people to name a few. You will be glad to know that we have integrated our product with the iPad device - if you are interested in this technology please speak to your Business Relationship Manager.



Auto-IT's AADA A-Team (L to R):

Aaran Newman (Sales & Marketing Director), Brent Jones (BRM), Michael Cross (ER Sales Mgr) and Geoff Miller (BDM)

Recently Spotted



Quotable

“Time is a great teacher, but unfortunately it kills all its pupils.”

“Never take life seriously. Nobody gets out alive anyway.”

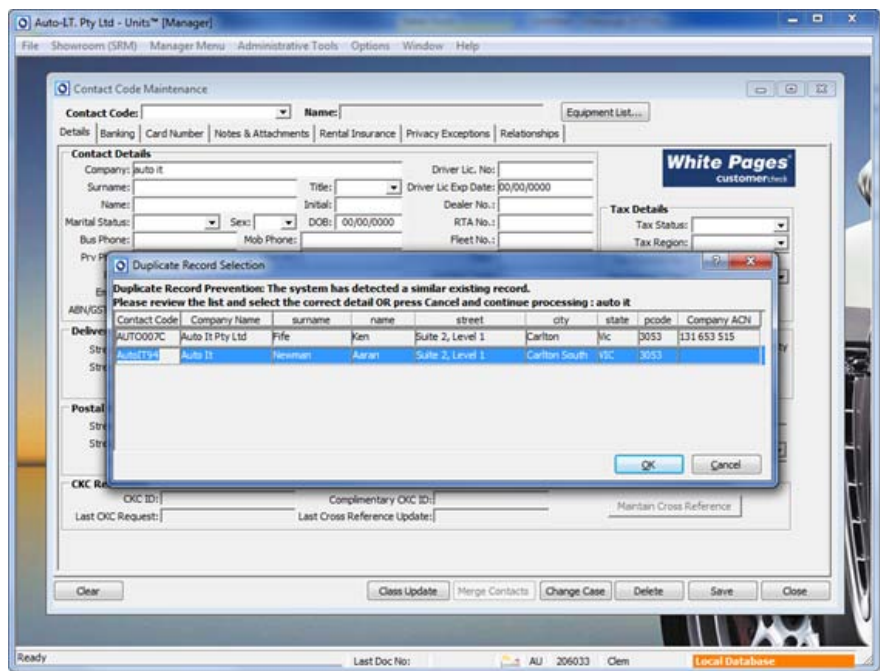
“The only way to keep your health is to eat what you don't want, drink what you don't like, and do what you'd rather not.”

Highlights of Build 2060

Contact Maintenance Duplicate Record Selection

This highly anticipated new feature will prompt the users to verify information in the Company Name or Surname fields against existing records as shown in the screen shot (previous page).

This will save users time in keying in information and reduce the instance of duplicate creation.



Service Invoice Reversal

The user is empowered with the ability to reverse a service invoice (create a credit note to offset an invoice) and return the previously invoiced repair order into work in progress. The repair order can then be amended, costs removed and adjusted, finalised and re-invoiced with minimal fuss.

A reversal cannot be done unless authority has been given via Credit override Administration program, to prevent this program from being used for fraudulent purposes.

Digital Signature for Documents

Customer signatures can be electronically captured

(this does requires the use of dedicated hardware), attached and printed on documents generated from UNITS®. Contact your Business Relationship Manager for more information.

Standard and Fixed Price Job Codes

UNITS® can now provide service departments with the ability to set and standardise charges applied to customers for particular service work using job codes.

Fixed price servicing can be achieved using a simplified job code setup, and includes the flexibility to fix a cost component of a repair order, or several in combination, being:

- Labour charges
- Parts charges
- All of the above
- Sublet charges
- Other charges

Prior to invoicing the service advisor is provided with the current costs applied to the repair order given typical rates, estimated costs are provided as usual, and the costs which will be charged using the standard and fixed price job codes.

Reviewing these values affords your advisors an important opportunity to ensure minimal loss of productive effort.



Quotable

“The man who smiles when things go wrong has thought of someone to blame it on.”

New Factory Interfaces



Auto-IT has and will continue to write all available factory interfaces. Many of these interfaces 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 how to set these interfaces up please speak to your Business Relationship Manager.

- BMW CSi Report
- Ford DSB Project

- Hino (HIPS) financial reporting interface
- Holden RIM (in development)
- Holden Trade Club
- Honda SST Checkerboard (information bulletin to follow shortly)
- Honda Super Service Menu (SSM) Datapak Integration
- Landrover Super Service Menu (SSM) Datapak Integration
- Mercedes Super Service Menu (SSM) Datapak Integration
- Mitsubishi Capped Price Servicing
- New Holland Invoice upload interface (in development)
- Peugeot Repair order extract (in development)
- Peugeot Service code data (in development)
- Subaru Fast Service functionality
- Subaru PSRV Interface
- Toyota Taipan (in development)



Saturday September 11, 2010 saw the first Auto-IT Golf Day held at Elsternwick Golf Course. It was a good day, although the quality of the golf left a little to be desired.

Wayne Rushworth won the day on 48 strokes and Dominic Alfonsi won the "Bradman Award" for the highest score. Trophies were awarded by Kelvin Gilbert in a low key presentation at the Elsternwick Hotel.



Auto-IT Inaugural Golf Day



The Last Laugh



What is Search Engine Optimisation (SEO)?

And why it's *not* the black magic 'experts' would have you believe.

Like most of us, you probably receive a steady stream of unsolicited emails promising top billing for your Website on Google ... *all for just \$xxxx.xx.*

Before you sign up for any of these services, I'd like to offer a few cautionary words.

Firstly, **no one** can promise a specific ranking position on a Google organic search. Search position is determined by a set of complex algorithms administered by Google and Google alone. There are a number of measures you can take to *optimise* your chances of a favourable rank position but you cannot direct Google to rank you at number 1 or 3 or even in the top 10.

Be especially sceptical of SEO firms and Web consultants that send you email out of the blue. Even Google itself receives these:

"Dear google.com, I visited your website and noticed that you are not listed in most of the major search engines and directories..."

Beware of SEOs that claim to guarantee rankings, allege a "special relationship" with Google, or advertise a "priority submit" to Google. There is no priority submit for Google. In fact, the only way to submit a site to Google directly is through their 'Add URL' page or by submitting a Sitemap and you can do this yourself at no cost whatsoever.

Many self-proclaimed SEO experts rely on Google's AdWords service to bid for a position in the Sponsored Links area at the top and side of a search result (shown above inside the orange borders).

Companies bid for AdWords ad space by selecting keywords and an amount they are prepared to pay if someone clicks their ad. That's why this type of marketing is called Pay Per Click or PPC. Costs for these ads can spiral very quickly out of control



and the ROI is questionable at best.

These are not real search results - they're advertisements, pure and simple. Consequently, most people don't rely on them as credible search results when conducting their own Google search.

Organic (genuine) search results appear in the main body area (highlighted in blue in the above example). Google sums it up best on their own Webmaster Central site: "Advertising with Google won't have any effect on your site's presence in our search results. Google never accepts money to include or rank sites in our search results, and it costs nothing to appear in our organic search results."

SEO - The Right Way

SEO comprises a series of **ongoing** activities; some technical and some not; with one direct outcome in mind – high **organic** search engine

Continued overleaf

SEO - The Right Way (continued)

rankings and subsequently, greater Web visibility. The more visible your site is on the Web, the more traffic it receives, the better it's ranked by Google and on it goes.

In fact, one of Google's key metrics for determining the value of your site to a search query is your level of link popularity - simply, the number of other sites that link to yours. Arranging **reciprocal links** with industry partners, suppliers and other complimentary (and relevant) Websites is a good way to boost your results in this area.

Check that Google has Indexed You

Go to Google and in the search box, enter, "site:yoursite". If you don't see any results, you need to check the structure and content of your site. Google, like most search engines, is text-based. This means that Googlebot (Google's indexing robot) can't read text included in images or in most rich media files other than Flash files, or pages that are hidden behind JavaScript or require sign-in. Making sure your content is text-based and readable helps make it more accessible to humans and to Googlebot.

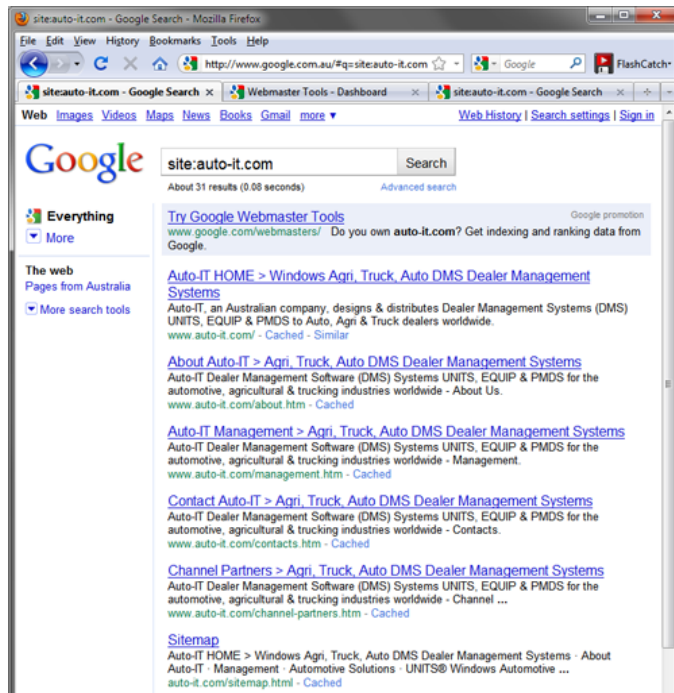
Create an XML/HTML Sitemap

A proper sitemap provides the most legitimate means to communicate a site's contents to a search engine. Moreover, it offers a 'last line of defence' against changes to ranking policy by the big 3 (Google, Bing & Yahoo).

The HTML page is for users and presents a navigation list of all pages in the site. The XML page is for the search engines. Both pages contain links and information about the pages in your site/s and assist Google with the indexing process.

Create Content-Specific Title Tags

Google responds better to different content-specific Title tags for each page in a Website. Make sure you don't use the same title for every page (like Joe's Prestige Cars). Create a different, relevant Title tag for each page on your Website,



like "Maserati & Ferrari Servicing, Maintenance & Repairs | Joe's Prestige Cars". Just note that anything beyond 69 characters (incl. spaces) will be truncated.

Improve Quality & Relevance of Written Copy

Search engines are becoming smarter all the time and are less influenced by some of the tricks employed by 'SEO Specialists'. Flagrant 'keyword stuffing' throughout the site or 'landing' pages littered with keywords can actually damage your ranking and even get you removed from Google altogether.

However, inserting highly-targeted and **relevant** keywords and phrases in each page - that is, material that truly corresponds with prospect searches - improves rankings demonstrably.

Google no longer uses the Keyword meta tag in Websites to index and rank sites, so the use of quality written content matters more than ever. And after all, relevant, useful quality content is ultimately what your site should be all about, shouldn't it?

If you'd like to know more about SEO, feel free to contact me at pf@auto-it.com.au.

Peter Fritz - eBusiness Manager



Still Going Strong after 25 Loyal Years!

In August this year Auto-IT gathered staff in the Melbourne office to celebrate the 25th year with the company of developer Wong York Wai. The occasion was marked with a cake and Wong was presented with a watch.

Following the celebration Wong said "I am truly honoured and hope to hit the half a century mark if things allow. I enjoy serving this company and it's an honour to work with a great professional team, past and present. I hope I can keep contributing further until my used by date!"

Reflecting on the journey that has brought him to this milestone, Wong offered some insight into how things have changed, "As soon as I graduated from the University of Melbourne, I received a call from J.B. Were with a job offer - after topping their aptitude test. I accepted the job but subsequently left after two years to join HID Pty Ltd."

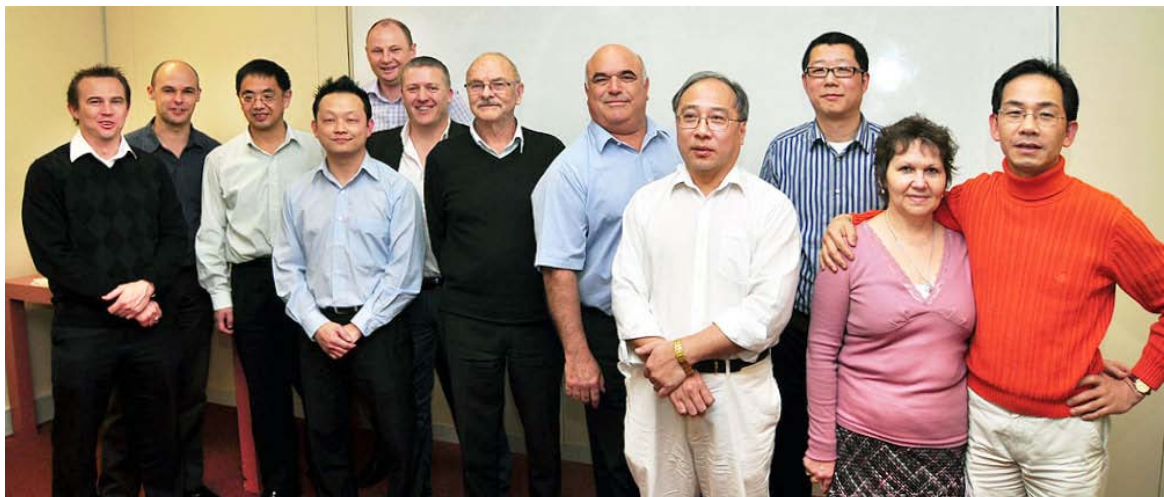
"This led to the start of my journey with KGM Management, which ultimately became the company we have now - Auto-IT. Over the years, this journey has taken me through a few hardware technology and numerous software development language changes. Punch cards were phasing out then, and we moved from Data General Mini-computers to Personal Computers. Huge discs, tape drives and floppy discs were the storage devices of those early days."

"Back then, our first software application was known as HIDAS, which set the bare foundation of knowledge for what was to become PACE2000 and now UNITS® which I take pride in helping to develop."

Wong's presentation comes off the back of another twenty-two recently held to recognize staff for loyal service to Auto-IT exceeding 10 years.



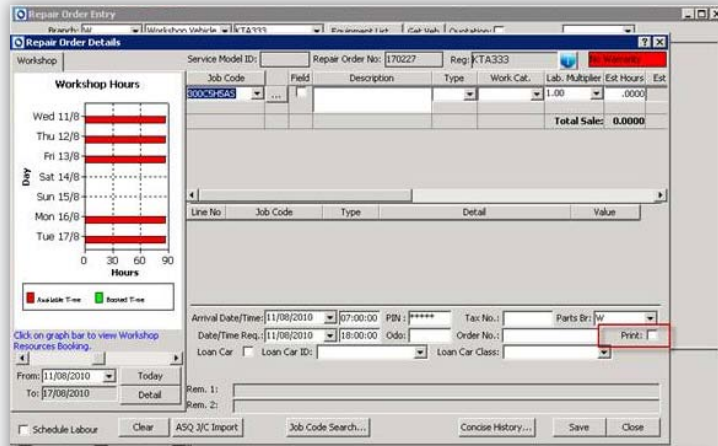
Auto-IT's CEO, Ken Fife, thanks one of the company's longest-serving and dedicated employees, Wong York Wai for 25 years of loyal service.



Tech Tips - Default Printing of Repair Orders in UNITS®

UNITS® gives you the ability to be able to print off Repair Orders entered into the system automatically.

By default, the Repair Order Details screen appears as below, without the Print option ticked.



To make this option ticked by default, you will need to add the parameter "DefaultPrint" to the Repair Order Entry menu item.

Setting the Value = Y will tell the system to populate the Print tick field automatically (as below).

After you click Save, you will then be prompted to select a printer:

