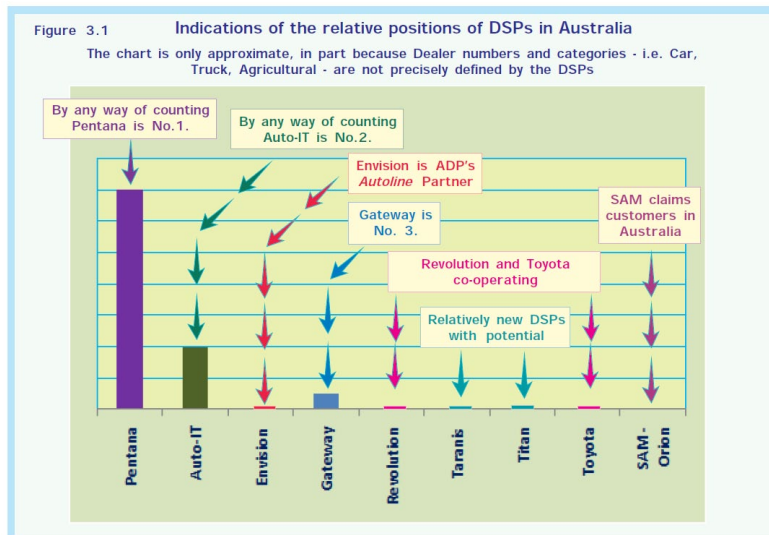


A Message from Auto-IT's CEO

Xmas is upon us again and despite the threat of impending events in Europe, the magic million new car sales for the 2011 calendar year In Australia is tantalisingly close and Auto-IT is looking forward to 2012 with cautious optimism.

Auto-IT is a vendor of retail Dealer Management Systems. We devote massive resources to continually improving our product offerings in line with world's best practice and this is reflected in the steady growth in our client base. During 2011 the number of licensed users of

- UNITS®, PMDS® and EQUIP®.
- Staff numbers increased by 14.5% to 92
- Recruitment of an Auto-IT South East Asian manager and the opening of our Kuala Lumpur office that will give us a far more visible regional presence.
- Independent industry consultants Woods and Seaton report that by any definition, Auto-IT is the second largest Dealer System Supplier in Australia (see graph on this page, published with permission from Woods & Seaton) and the gap between number one and number two is demonstrably diminishing (our view).



Looking Forward

At Auto-IT we have invested heavily over the last few years in new products designed to ensure a far higher level of efficiency in the way our customers utilise our software to run their businesses. So what's in the pipeline?

For PMDS®, the release of a major new build has now started to rollout (Release 5.9).

The new functionality in these releases was covered in our User Convention and is well

documented to allow an easy transition.

Auto-IT's software products increased by 2,230 users to 20,489. Our dealer systems now run the businesses of 497 dealer groups in an estimated 1212 locations in 10 countries. Some of the highlights of 2011 were:

- Extremely well attended User Group meetings for each of our three flagship products,

- The rise and rise of WebCRM
- Business Optimisation Process
- Showroom Touch
- Auto-IT as a Provider of SaaS Solutions
- Customer Portal

Continued overleaf



A Small Taste of What's in the Pipeline

WebCRM

You would have seen the testimonials in our last newsletter but many of our clients are now enjoying the benefits of a world class Web based CRM system fully integrated into the PMDS database. CRM is probably the most topical subject and greatest business challenge in our industry today so it's great to see our clients having success in this area. Feedback tells us that the main benefits of our WebCRM tool is its ease of use for sales people, integration into PMDS® and process driven functionality.

Business Optimisation Process

No dealership uses their Dealer Management System to 100% of its capabilities. Via our experience with our clients, knowing our products and using World's Best Practise processes we have developed a business optimisation process that a couple of our dealerships have just completed.

The results have transformed their dealerships including increasing their efficiency, becoming a lot closer to its clients, having greater control of their businesses and certainly getting a lot more out of their investment in PMDS®. We will provide more information on this process in future newsletters.

Showroom Touch

Simplicity and Mobility – These two words say it all when it comes to the next evolution of our Web-based products. We already have clients using iPads or similar tablet devices in the showroom with our WebCRM product. Showroom Touch (developed in conjunction with Microsoft's design team) will add to this experience for your sales staff and customers when they are going through the process of putting a deal together.

Fully integrated into PMDS®, Showroom touch will invigorate the sales process allowing a more fluid process using mobility solutions such as the Ipad. Perhaps even do the deal in the vehicle whilst the client can still smell the leather?

Auto-IT as a Provider of SaaS Solutions

In a recent article in The Rust Report, the point

was made that "there are few certainties today but change is one of them. Cloud computing, and SaaS applications, mobile communications and social networks today are changing modes of supply, access mechanisms, payment models and value added service provision."

Len Rust was correct and his observations would have been strongly influenced by trends in North America and Europe where SaaS and genuine Cloud Solutions companies are hotly sought after as M&A targets.

SaaS of course is an anagram for Software as a Service where software is provided to end users for a monthly fee rather than an up-front cost. And users can turn the software off at any time if it is no longer providing value.

The SaaS model is here to stay and Auto-IT will become a SaaS provider with several products during 2012. The first of these will be a browser-based Customer Portal which is now being tested in a live environment in several dealerships.

Customer Portal

Customer portal allows dealership customers to log into a secure Web-based portal and conduct business with you in a manner that can enhance efficiency in their businesses and yours. Online banking is an excellent example of customer portal technology.

We are very much looking forward to 2012 but have no doubt there will be more challenges ahead. We intend to ensure the partnership between Auto-IT and its valuable customers will continue to flourish and as the CEO I always welcome personal contact from customers on my mobile phone number +61 432 689 688.

Finally, in lieu of sending Xmas cards, Auto-IT continues to support underprivileged children through the World Vision program. Please accept our good wishes for the Xmas season and our hopes that 2012 will bring with it health and happiness to your families and loved ones. Merry Xmas.

Ken W Fife
Chief Executive Officer
Auto-IT Pty Ltd
kfife@auto-it.com.au





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 (deployed)
- Ford CPS (Capped Price Service) Interface Update (in dev)
- Ford ESOS Reporting Extract (deployed)
- Holden RIM - Retail Inventory Management (being deployed)
- Mazda Prospect System Integration (scoping)
- Mazda Service Data Load (being deployed)
- Mitsubishi SAP Migration (in development)
- Peugeot Service History Interface (in development)
- SmartTrade GetGenuine program (deployed)



Auto-IT's Expansion into Sth East Asian Regions

Auto-IT moved into new state-of-the-art offices in Malaysia early in November as part of expansion plans in the SE Asia region.

SE Asia Regional Manager, John O'Halloran explains "Our new regional base in KL Sentral with its excellent transportation links is the perfect launch pad to serve our existing customers and attract new customers."

"We chose the location very carefully to ensure that it is both highly accessible and contains the first class facilities required by a leading technology enterprise that enables us to provide the high quality of service that our customers have come to expect."

"Interest in our products and services within the region is rapidly gaining momentum. The team are extremely excited about the future and the opportunity to help our partners realise the benefits of their investments with us".

More information: johalloran@auto-it.com.my



Auto-IT SE Asia has moved into the ultra modern KL Sentral complex.

Quotable

"Never tell your problems to anyone...20% don't care and the other 80% are really glad that you have them." **Lou Holtz**



PinPoint with PMDS® - Peter Dullard Ford

A conversation with Financial Controller, Cathy Santon



Q. Can you tell me a little about Peter Dullard Motor Group?

Peter Dullard Motor Group is situated three hours east of Melbourne in the beautiful town of Bairnsdale and we have approximately 25 staff members working across all departments. We have more than just Ford here at our dealership. Honda and Kia are also present at Peter Dullards.

Q. How long have you had PinPoint?

We have had PinPoint installed for just on two years now, although we have only started to fully utilise it in the past 18 months.

Q. What functionality in PinPoint do you use?

For me personally, I use PinPoint for creating budgets and also for running comparisons. I particularly find it useful for drilling down into particular accounts or areas, making analysis and comparisons quite easy.

Our DP, Peter Dullard, uses it to gain a snapshot of the business. One of the most useful features of PinPoint is its ability to create reports on a real time basis. This allows him to instantly see how the dealership is progressing. Also, since the system is user defined, it allows us to create reports unique for us, tailoring it to what the DP specifically requires.

Q. How has PinPoint changed your business?

The biggest change would be the reduction in the amount of spread sheet reporting which I had to do including creating reports. Pinpoint has given me back time to work on other projects within the dealership.

Q. How easy did you find PinPoint to use?

I found PinPoint quite easy to use once I had become familiar with it. It wasn't hard to pick up and with the facility to create all different types of reports, there is always the opportunity of learning on the go. I have also great post-installation support from the team at Auto-it.

Q. Are there any plans to further roll out PinPoint across the dealership beyond the current users?

We are looking at rolling PinPoint out to other departments in the dealership soon. Department Managers will be able to track their progress easily and make real time changes if necessary.



This would require training staff on two different levels. The first level being how to use PinPoint and read the reports generated and the second being how to make changes

and to include all the details required to create a report.

Q. Would you recommend it to other dealers?

Yes I would. The ease of installation and the continual support from Auto-It make it a very painless process.

Q. Would you like to add anything else?

I find PinPoint a worthwhile program and very handy to have.





Important Dealer Bulletin

Competition and Consumer Act 2010

All Dealers should now be aware that the Australian Consumer Law requires businesses from 1st of January 2012 to include mandatory wording in each document they provide customers indicating a warranty in respect of any goods or services.

The changes impact a range of operational areas of your business, including repairs to items that include user-generated data like music, files, phone numbers, GPS positions and so on; along with the sale of refurbished parts. Specific warranty statement wording must be applied to every relevant document provided to customers based on the type of transaction that is being executed.

Affected touch points may include sales contracts, repair orders, parts invoices, warranty documents, packaging, dealer websites, customer emails, etc. Note that failure to meet the requirements of the Act may result in fines of up to \$50,000 per incident so it's important to address this as a matter of urgency.

Please download and read this important bulletin so you can implement the necessary changes in the documents generated by your Dealer Management System. For any questions, please contact your Business Relationship Manager, or email Nick Acquarola nacquarola@auto-it.com.au. Additional information can be found at the ACCC website:

<http://www.accc.gov.au/content/index.phtml/itemId/996742>
<http://www.accc.gov.au/content/index.phtml/itemId/8818>

[Download & Read Bulletin](#)



They Actually Said It...

"The pedestrian seemed to have no idea which direction to go, so I ran over him."
"Coming home, I drove into the wrong house and collided with a tree I don't have."
"I pulled away from the side of the road, glanced at my mother-in-law, and headed over the embankment."

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



New Staff

Uday Kalidindi

With a Masters Degree in Telecommunications and Networking from Victoria University of Technology and also a Bachelor's degree in Electronics and Communications from Madras University India, Uday has joined the Melbourne Office as a Junior Technical Support Consultant.

He has also completed a Microsoft Certified System Administrator (MCSA). Prior to joining Auto-IT, Uday has

three years' experience as a Production Supervisor/Help Desk Analyst in Law Image Services Pty Ltd and about two year as a Support Analyst in Mallesons Stephen Jaques.

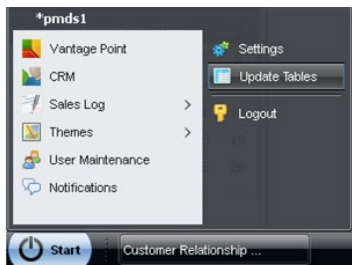
Scott Leishman

Auto-IT's new Business Relationship Manager, Scott Leishman, has over twelve years of Automotive Dealership experience. He has gained experience in all departments with many years in senior management including Dealer Principal, mainly with large multi-franchised dealers like Subaru, Nissan, Holden, Great Wall, Skoda, Suzuki, VW, Mitsubishi and Honda.

Scott comes on board with some serious enthusiasm and is looking forward to the future with Auto-IT.

Lydon Gray

Lydon Gray has joined the development team in the Melbourne office as a .NET developer. He has over 3 years of experience as a web developer using .NET and other web technologies. Lydon completed his Bachelor of Software Engineering at La Trobe in 2008 before working for a software company based in Bendigo.



TIPS - WebCRM Update Tables Function

The Update Tables function within WebCRM should be utilized to ensure any table data changes made within PMDS are synced within WebCRM. This will instantly update all tables and menu items within WebCRM. **NOTE:** If the refreshing of tables does not happen instantly, logging out of WebCRM and back in will resolve this.



Recently Spotted

Merv Klapproth from Redding Motors wrote to us after seeing the large python in the previous newsletter:

"I noticed in the newsletter a dealer had trouble locating his 3-metre part. We have the same trouble with the 6-metre part so we turned it into our guard and protector."

"Every winter she comes and lives in our parts department so we named her Cynthia. She normally attracts a few males as well so we always check any empty boxes. We think it is a scrub python. Our Parts Manager is absolutely petrified of snakes so he cautiously has a very good look around before he ventures into this area. She usually has 2 males that hang around with her. She normally lives on the creek bank next to our dealership along with the rabbits, dingoes, water dragons and scrub turkeys and comes inside when it starts to get cold. Inside, she feeds on possums and rats and i think the odd cat..."

