



Navigator

The Dealer Management System built for *your* business

Everything you need for a more efficient and profitable dealership – all in a single, easy-to-use package. Navigator scales perfectly for independents and franchises of all sizes.



Navigator

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Navigator

The DMS designed for your business

Navigator gives you everything you need for a more efficient and profitable dealership – all in a single, easy-to-use package. It scales perfectly for independents and franchises of all sizes.

Smaller price. Bigger results.

Navigator is a smaller investment than other DMS systems. With industry-leading features and free product updates that keep your business at the cutting edge, it's also a much better investment.

The future of DMS, now.

Access your DMS on any PC or tablet. Manage your dealership from anywhere in the world, with cloud technology. With Navigator, the future is already here.

Our knowledge. Your advantage.

The Navigator team has years of experience and in-depth knowledge of the auto industry. We keep listening to our users' needs and make sure the latest Navigator release meets them.

Incredible business benefits.

Discover a single solution that integrates all of your business functions and makes your entire dealership more productive. You'll automate after-sales, get more from marketing, increase customer satisfaction and so much more.

Designed for your dealership.

Whether you're a single-site independent or a nationwide, multi-franchise group, Navigator provides the scale and functionality your business needs.

Industry-leading technology.

Manage your dealership from any PC or tablet, anywhere in the world with Navigator's cloud solutions. You can also run Navigator from your own site.

Navigator's No-Stress Implementation.

Navigator gives you a smoother, easier and more productive DMS experience –and it all starts with the implementation process. Your personal Implementation Consultant will guide you through everything from staff training to data migration. You'll be up and running in no time, with minimal disruption to your business.

Your own Implementation Consultant.

Your Navigator installation begins with help from your personal Implementation Consultant. Your Consultant looks after the entire process including initial project management, system setup, data migration and on-site training. Everything is taken care of for you.

A hassle-free transition.

A new DMS doesn't have to mean keying in all your customer and business data again. Your Navigator installation includes full data migration, so you can hit the ground running.

Get more from your DMS.

Every member of our implementation team has a strong background in vehicle dealerships. We can help you implement new policies and procedures that ensure you get the most value from Navigator. We can answer all your questions too.

Great customer support.

If you have any questions or problems, during or after the installation, you'll find lots of great help at hand. Your Implementation Consultant will provide launch support and a post-launch follow up. You can also get help from our dedicated support staff.

Find out more.

Learn exactly how much value Navigator can add to your business.
Request a no-obligation call-back from an account manager, simply call or email us.

*The Dealer Management System that was built for **your** business*

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Dealer Management Services Ltd | Blenheim Reach | 861 Ecclesall Road | Sheffield | S11 8TH



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About DMS Ltd

In 1997, two British vehicle dealers created a management software system that worked their way – not the way ordinary developers thought they should work. Today, Dealer Management Services Ltd continues to build our industry's most innovative software. We help dealerships sell more vehicles.

We Know the motor trade

The people behind DMS Ltd are motor trade veterans. We have decades of industry experience, both in running dealerships and delivering excellent software. Our Navigator system is designed to meet the challenges we all face. No wonder we've helped so many businesses grow.

Market-leading innovation

With quality and innovation as our watchwords, we're constantly evolving our software. Navigator incorporates the latest, most useful technologies. And as our industry inevitably changes, we develop new features that keep our customers ahead of the pack.

For dealerships big and small

We understand every business has unique goals – and that reaching them takes a unique solution. So every implementation of Navigator is fully customised. Whether our customers are big or small, new or existing, we help them achieve more.

Market-leading value

In Navigator, we offer the best-value DMS available. One economical price includes implementation, training and data migration. A small monthly fee provides regular upgrades and fantastic support.

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Vehicle Sales and Management

Navigator provides separate Vehicle Administration and Sales Manager toolkits - two single screens which give full access to all the functions of an Administrator or Sales Manager

Vehicle Administrators Toolkit

The Vehicle Toolkit manages the areas concerned with the stocking and sale of vehicles. It enables a Sales Administrator to manage their everyday activities, whilst at the same time providing an analysis of their activities to management.

The toolkit links seamlessly with the Sales Toolkit - used by Sales staff - and the Sales Managers toolkit so that Sales Orders processed by sales staff can be easily reviewed by the Administrator or Manager. The reverse is also true, in that Sales Staff can see the status of any vehicle (eg when it is due in stock)

Web Site Integration

Navigator can automatically update your web site with your designated vehicle stock. You control the process. Your web site will never be out of date - web updates to third parties, including Autotrader, Fish 4 Cars and others, are all included.

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Sales Enquiry Manager

With powerful CRM and sales enquiry management at the core of your DMS, your whole sales process flows beautifully. From the first enquiry, to stock and credit checks, to brilliant management insights and much more, Navigator gives you incredible tools and shares customer information across your whole company.

Turn prospects into happy customers

Why use separate software and data for enquiries and sales? Navigator integrates CRM, sales management and marketing tools like email and SMS, to convert prospects into sales effortlessly. Customer data is shared universally, across all of your departments and offices. It'll save you time. But most importantly, it'll help you track and manage better relationships with your customers.

Handy stock and credit checks

You can't complete an enquiry or sale without the right information. So Navigator puts it all right in front of you. Stock checks, Experian credit checks, Glass's Guide, CAP and more – they're all fully integrated, with quick links where you need them.

The sales diary that fills itself

Navigator doesn't only make your sales process smoother. It also organises sales diaries for you. Your staff will find it easier to schedule their activities, while you receive detailed reports on what they've been doing. Staff can also use Navigator on the road, via their iPad or Android tablet.

Sales management made easy

Smarter organisation of your sales and customer data allows Navigator to create all the management reports you need. Get accurate insights into your business performance, monitor and forecast sales and much more.

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Workshop System

Cut through admin & maximise the potential of your workshop, with Navigator's comprehensive workshop management system. You'll find organising jobs and managing staff and resources much simpler, while your customers will feel better-looked after than ever before.

A dashboard for your workshop

Find everything you need to know for the coming day in Navigator's visual reception. See the latest status of every job and enjoy perfectly organised appointment schedules.

Smarter staff management

Get accurate insights into your technicians' performance and efficiency. Navigator's touchscreen clock-in system monitors attendance and individual jobs, then gives you reports on everything you want to know. Works with tablets and wall-mounted displays.

Keep customers informed

Integrated SMS text messaging keeps customers up to date on their repairs. Future dates for servicing, MOT tests and other work can be booked automatically.

And Navigator can even remind staff to contact customers at any future date. Your customers will feel much more satisfied.

Crystal clear job costing

Costing is clearer for you and your customers with Navigator. See job costs on a line-by-line or incident basis. Each new vehicle part is allocated to the appropriate line or incident.

Maximise your workshop's potential

Check your available hours, which vehicles are in your workshop, and how many loan car collections and returns are due – at any time. Navigator also monitors your service, repair and MOT hours, as well as sub-contract jobs. With insightful management reports on all this data, you can really get the most from your workshop and loan cars.



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The Parts System

Navigator's parts system doesn't just organise your stock nicely. It actually helps you generate more profit from parts sales. With Navigator you can reduce staff errors, manage deliveries, get smart reports and protect your margin on every sale. In fact it does everything you wish your parts system could do, and more.

Enter the matrix

The parts system's smart pricing matrix is always working. So even though Navigator applies each customer's authorised discount automatically, your profit margin is protected on every sale.

Eliminate costly staff errors

When you can preset the correct discount level for any scenario – like special orders, or collection and delivery – your staff no longer need to discount manually. So you'll have fewer pricing errors, fewer re-invoices and fewer customer credit notes.

See the big management picture

With insightful reports on sales by customer type,

staff member and other categories, you'll make smarter management decisions. Reports export easily to your spreadsheet software.

Make delivering easier

Manage parts deliveries by multiple vans. Delivery reports show you exactly what to load on each van before dispatch. Customer signature sheets are provided for each delivery.

Your one-stop shop

Run a retail store? Navigator's parts system gives you all the EPOS facilities you need. It integrates easily with your POS tills and barcode readers too.



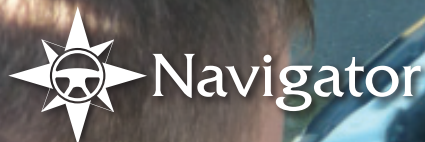
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Navigator Integrated eVHC

With the powerful Navigator eVHC system integrated within your DMS, you'll discover powerful new sales tools and save hours of wasted data entry time. Wireless devices give your technicians more flexibility. And customers will find your service more helpful and personalised than ever before.

The start of something big

Picture this. A technician carrying out a health check finds the vehicle will need new brake pads soon. With a standalone eVHC system, that's the end of the story. But with Navigator, the data is shared and triggers countless sales opportunities. Reception creates a price estimate. Marketing schedules follow-up communications. Sales increase. Suddenly eVHC is much more valuable to your business.

Monitor and improve performance

Navigator eVHC gives you great management reports too. You'll see which eVHC technicians are most accurate and productive. You'll know which sales people are best at up-selling which items. By using this data to plan your training programmes, you can really boost performance.

Un-tether your technicians

Navigator eVHC works wirelessly with tablets and other compatible devices. So your technicians can use its easy-to-learn interface anywhere – in the vehicle, around the workshop and anywhere else they need to.

Un-tether your technicians

Forget shabby, hard-to-read, handwritten service sheets. Navigator eVHC enhances the customer experience with professional, printed colour reports.

Navigator eVHC is powered by Real Time Communications

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Revolutionise Your Aftersales Marketing

Navigator's Aftersales Contact Manager (ACM) is the silent salesman who never stops working. Save money and labour with automated reminders and integrated online booking. Cut costs by around £4 per booking thanks to the ACM's efficient, multi-channel communications. You'll have more aftersales profit from less effort.

Never miss a sales opportunity

If you've ever been too busy to contact customers about aftersales – and lost sales as a result – well, wave those days goodbye. Navigator's ACM knows exactly when your customers are due for a service, MOT or new tyres, and it contacts them for you. Your aftersales volume and revenue can increase significantly. And because it's all automated, your staff can focus on other duties.

Massively reduce aftersales costs

The ACM is very thrifty about how it contacts your customers. It starts with texts and emails, which cost just pennies. Letters and phone calls are needed much

less often – but even then, Navigator's dedicated Contact Centre and efficient mailing services save you money. Your cost per booking can be cut by around £4. And you'll reach a lot more customers.

A smarter way to do bookings

Aftersales texts and emails link straight to Navigator's integrated online booking system. So your customers can book direct from their smartphones. Bookings appear automatically in your schedule. And you'll save time and labour on answering calls and making appointments. Customer satisfaction goes right up, along with your profitability.

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Take online service bookings to the next level.

Take customers from service reminder to confirmed booking in a few clicks. Navigator online booking links with your DMS and website to make bookings more convenient and more efficient. Increase your conversion rates with Navigator.

Convert more bookings

In only four clicks, your customers can go from email or SMS to an instant booking confirmation. And they can do so any time of day, from any device. So it's easier, quicker and much more convenient to book with your dealership.

Save time and money, automatically

Wish you could spend fewer man-hours dealing with service bookings? You're in luck. With Navigator, online bookings automatically appear on your system. There's no re-keying data. And no need for costly telephone or in-person service. Enjoy the savings.

More accurate customer data

When your customers book online and check their own details, accuracy is much higher. With Navigator, those details go straight into your database. So you get best-quality CRM data, better marketing response rates, and Mr Bullock gets his name spelled correctly next time.

Integrates with Navigator Aftersales Contact Management

The Navigator ACM integrates with the online Service Booking system such that Navigator can automatically send email or smartphone messages to customers linking them to the online booking page on the website.



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Marketing and CRM

Effective marketing is vital to your success. So Navigator makes it smarter, cheaper and easier to get results from your campaigns. Utilise the most accurate customer data possible. Run whole email, text and mail campaigns with a few clicks. And get pinpoint results analysis that helps you enhance future campaigns. It's all in the Marketing Module.

Create. Send. Done.

What's your preferred marketing channel? Email, SMS text message, letter? With Navigator you can easily use all three. Run campaigns, send e-shots and follow up sales messages with a few clicks. You can even have printed letters delivered with Click-to-Mail. Your sales and marketing staff will find it easy with Navigator.

Stronger customer relationships

Navigator uses the best data validation methods – like postcode addressing, VRM lookup, TPS and others – to build and maintain a super-accurate CRM database for you. So your campaigns and messages reach more customers. And customers know you care enough to get their name and details right.

Insights you can build on

Only with hard, accurate data can you continually improve campaign performance. That's why Navigator records detailed results from all of your campaigns, and shows you in-depth analysis on screen. You can also create your own data queries and export reports easily to Microsoft® Excel. Results keep going up and up.

React fast to new trends

Navigator connects marketing to every other function of your business. You can utilise data on any aspect of your dealership to create a better campaign. So when the market changes or your numbers dip, you can adapt your marketing fast.



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Click-to-Mail

Click-to-Mail gives a whole new meaning to the phrase “direct mail marketing”. Just type your mailshot, choose recipients from Navigator and click Send. Everything from printing, to stuffing, to postage is taken care of for you – and you’ll save around 40% in costs.

One Click and you’re done

Stuffing envelopes is far from a valuable way for your staff to spend their time. With Click-to-Mail they can focus on more important duties, while professional marketers print and deliver your message.

Make more of your customer data

Who needs mail merge? With Click-to-Mail, you just choose your list of mailshot recipients from your existing Navigator customer database. Everything is integrated so everything is easier.

Enjoy huge savings

Stop spending money on stationery, printer toner and postage. With Click-to-Mail, it’s all handled by our efficient printing and mailing service. All for less than the price of a stamp. You’ll save around £200 for every 1,000 letters you send, even with colour printing.

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SMS Marketing and Notifications

Keep your customers informed in the most convenient way possible. It's easy to send SMS text messages directly from Navigator. Create a text marketing campaign and have it delivered in a few clicks. Tell a customer their vehicle is ready, and send other useful updates.

A winning campaign

Research shows texts are more likely to be read than emails or letters. And almost all of your customers can receive them. So there's no better way to deliver your latest marketing campaign. Especially since Navigator makes it so easy to create and bulk-send your message to lots of customers.

Always up to speed

Your customers want to be kept in the loop. They want to be told straight away when they can pick up their vehicle, the cost of the work and other important info. SMS text message is the fastest, most cost-effective way to keep them updated. Navigator makes sending text updates virtually automatic.

Integrated and easy

When it comes to managing customer lists for your SMS campaigns, there's really nothing to do. Navigator uses your existing customer database to manage everything for you. Customise lists using a range of criteria and send straight from your DMS. It's that simple.

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Navigator Data Cleansing Cleanse Data, Improve Customer Relations Improve Marketing ROI with Data Cleansing

Your customer data decays more quickly than you might realise. As businesses move and people change their details, your communications become less effective – leading to wasted money and damage to your reputation. Navigator Data Cleansing, provided in association with Experian™, solves these problems by keeping your customer data fresh.

Keep customer data fresh

Thousands of people and businesses change their details every day – whether because they have moved, changed their phone preferences or even died. Navigator's integrated Data Cleansing feature detects these changes for you. It then corrects bad data, merges duplicates and deletes defunct records.

Improve your marketing ROI

Every letter you send and phone call you make costs money. So why waste it? Navigator Data Cleansing helps make sure your marketing messages are sent to the right premises, email address or phone number. You'll reach more customers. And you'll get a much better return on your investment.

Show customers you care

When you get your customers' names and details wrong on letters and emails, they notice. Over time, this can damage your customer relationships. Navigator Data Cleansing helps you get all these important details right. And it's all done automatically.

Maintain legal compliance

Navigator Data Cleansing is designed to help your business comply with the Data Protection Act and other relevant data regulations. It's one less thing to worry about.

Experian is a registered trademark of Experian Information Solutions, Inc.



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The Accounting Suite

Discover a powerful, easy-to-use accounting system tailored specifically to the motor trade and its unique requirements. With a host of must-have features and full integration with your other departments, you'll enjoy total control over your accounts. And because it's part of Navigator, you don't need a costly external system.

Accounting designed for the motor trade

Navigator's accounting suite gives you built-in, dedicated ledgers for vehicles, warranties and assets. And because everything is fully integrated with your sales, parts and workshop systems, you'll find bookkeeping refreshingly simple.

For dealerships of all sizes

Whether your group consists of up to 99 companies and thousands of branches, or you're a sole trader, Navigator's accounting suite fits your business like a glove. Navigator's nominal ledger can even generate manufacturer composites.

Easily customise your accounts

Need to keep separate books for each of your departments – a parts-only account, for example? You'll find it easy to set up with Navigator.

Reduce pricing errors

Highlight pricing errors and record deliveries easily, with Navigator's "Goods Accepted Not Invoiced" (GANI) system. All parts, sub-contract and sundry goods are posted to GANI and are matched when posting the invoice. GANI also automatically tracks credits due, including returns, short deliveries and bonuses.

Detailed reports in your preferred format

Navigator's extensive array of reports includes full management accounts and Daily Operating Control reports. Every report can be sent to Microsoft Excel for formatting and "what if" analysis.



View Navigator in action with



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Hate Filing? Love Navigator Document Storage.

Drive efficiency with a smarter, cheaper, easier way to store documents. Save on the labour and space required by paper filing systems. Access and print any of your docs, from any of your sites. All within Navigator's integrated document scanning and storage system.

Your office just got bigger

How much extra room would you have without big, bulky filing cabinets in your office? With Navigator, you'll find out – because your documents are stored electronically at our secure Data Centre instead. And yes, they are officially accepted by HMRC.

Save time on filing...

Sorting, collating, filing. It's a tedious business. With Navigator Document Storage, you simply load the day's documents into a scanner. Then, they're organised and stored automatically for you. Now you can do something more productive with your filing time.

...and retrieval

Searching for paper documents? It takes almost as much time as it did to file them! But not with Navigator Document Storage. Access documents directly from your DMS. View, download or print with the click of a button. It couldn't be faster, or easier.

More secure, more accessible

With Navigator Document Storage, your files are stored off-site at our highly secure Data Centre. State-of-the-art encryption and fire-suppression keep security much tighter than with paper records. And you can access your files from anywhere, via the cloud.



Available on the
App Store

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The Cloud Advantage

Navigator turns "cloud computing" from a buzzword into something incredibly valuable to your business. With Navigator's cloud solution you'll save a fortune on IT, enjoy superb reliability and work more flexibly than ever before.

Slash IT costs

With your DMS and data served securely by Navigator Data Centre, there's no need to buy and operate your own costly server. You don't need to pay for additional server software or maintenance. And with Navigator, you only pay for the services you use. So the money you would've spent on IT, you can spend on something else.

Beat downtime

Managing your own data carries lots of risk. Like server crashes. Branches without vital DMS functions. Annoyed customers. Navigator's cloud solution cuts that risk to almost zero. Navigator Data Centre has three-level power in case of power cuts. If a piece of hardware fails, there's a duplicate standing by. High-tech fire suppression

helps combat data loss. And there's no need to worry about backing up anymore, because it's all done for you.

"Click here for business growth"

Business growth is what you want, but it comes with logistical headaches. Like expanding your DMS and IT infrastructure. Not so with Navigator's cloud solution. When your needs change, Navigator can be upscaled – or downscaled – with ease.

Always ready to use

"In the cloud" means you're always using the latest version of Navigator, and you can access your DMS and data from any online PC, Mac, iPad or Android tablet. It's an easier, more flexible way to work.



Available on the
App Store

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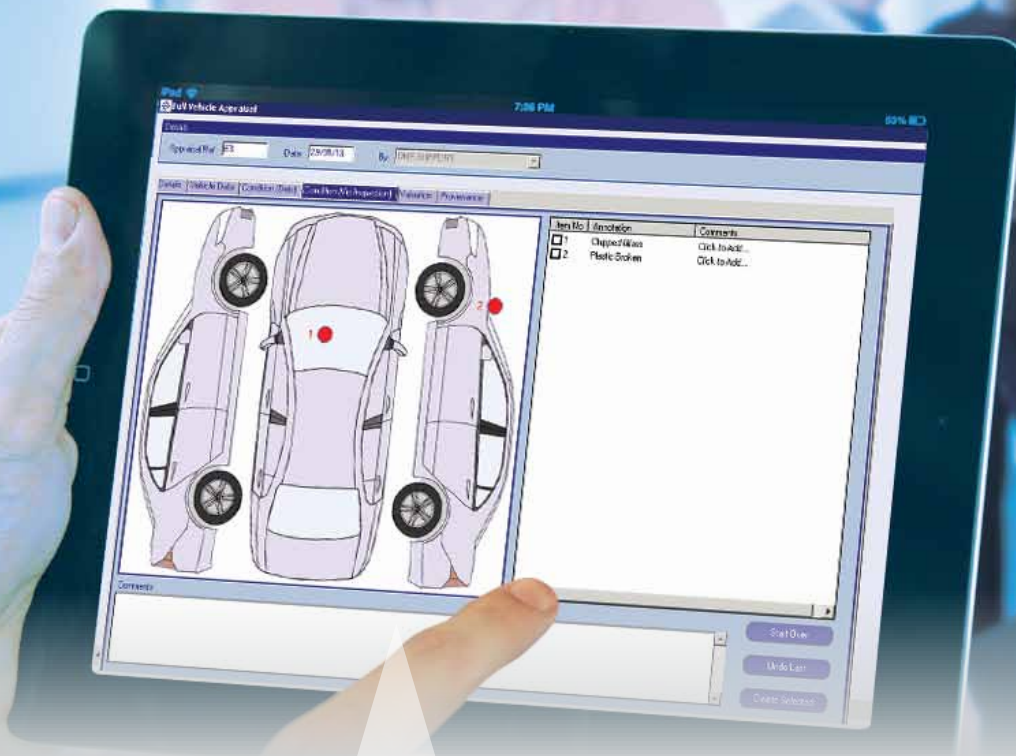
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Navigator on your tablet

Your desktop isn't the only place you'll find Navigator essential. You can also use the complete Navigator application on your iPad® or Android™ tablet, wherever you have Wi-Fi or 3G Internet. So from the showroom floor to your holiday villa, full management of your dealership is just a few taps away.

Make smarter decisions on the go

Get powerful insights that help you make wiser business decisions – not just at the office, but at auctions, on business trips and everywhere you go. Spotted a great looking lot at auction? Access Navigator to see what's already in stock. Use Glass's Guide and VRM look-up to check the vehicle's value and history. And as soon as you've made your purchase, Navigator can automatically insert the vehicle's DVLA details and market it for sale. That's efficiency.

Delight your customers

Imagine holding the answer to every customer question in the palm of your hand. Or recording their details & filling in forms on the spot. Now you can serve your customers with better knowledge, less waiting and without dashing off to your desk every five minutes.

Keep your finger on the pulse

Being away from your business no longer means leaving things to chance. With Navigator on your tablet, the vital data that keeps you informed is always at your fingertips. That doesn't mean you need to work on holiday – it just means peace of mind.

The full Navigator experience

The version of Navigator you get on your iPad or Android tablet isn't a "mobile" or "light" version. It's the full package, with every great feature you want to use. With Navigator, you really can manage your business from anywhere.

iPad is a trademark of Apple Inc. Android is a trademark of Google Inc.



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Navigator's No-Stress Implementation

Navigator gives you a smoother, easier and more productive DMS experience – and it all starts with the implementation process. Your personal Implementation Consultant will guide you through everything from staff training to data migration. You'll be up and running in no time, with minimal disruption to your business.

Your own Implementation Consultant

Your Navigator installation begins with help from your personal Implementation Consultant. Your Consultant looks after the entire process including initial project management, system setup, data migration and on-site training. Everything is taken care of for you.

A hassle-free transition

A new DMS doesn't have to mean keying in all your customer and business data again. Your Navigator installation includes full data migration, so you can hit the ground running.

Get more from your DMS

Every member of our implementation team has a strong background in vehicle dealerships. We can help you implement new policies and procedures that ensure you get the most value from Navigator. We can answer all your questions too.

Great customer support

If you have any questions or problems, during or after the installation, you'll find lots of great help at hand. Your Implementation Consultant will provide launch support and a post-launch follow up. You can also get help from our dedicated support staff.

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Case Study – Walkingshaw Volkswagen and Kia

Introduction

Walkingshaw is the main dealer for West Cumbria for both the Volkswagen and Kia franchises. A family owned and operated dealership in Workington, it was founded by former mining fitter, Norman Walkingshaw, in 1968. Over 40 years later, son Andy presides over a single site business turning over £11m and employing more than 30 staff.

Today, Walkingshaw's sells around 600 new cars a year, some 350 Volkswagens and 250 Kias, with a further 450 used cars, mainly VWs. In addition, there is a successful retail parts outlet turning over a quarter of a million pounds a year while the business also operates a busy workshop with seven bays.

The business has been using the Navigator DMS from Sheffield-based Dealer Management Services for the last 15 months after switching over from the old Kalamazoo KDMS system it used formerly - a move which managing director Andy Walkingshaw says has literally transformed the business.

Three compelling reasons to choose Navigator

There were three main reasons behind Walkingshaw's decision to switch to Navigator, which went live in April 2010. One was the ease and flexibility of payment, allied to a very rapid payback period. The business is less than nine months away from completing its total repayment plan for Navigator.

"The financial case for Navigator was very compelling," says Andy Walkingshaw, "and the flexibility of the purchasing options meant we could make a slightly higher initial investment and lower monthly repayments. Now we have virtually completed our payback period and will soon be in a cash generative position."

The second key factor was the franchise support for Volkswagen. VW's DMS interface is regarded as one of the most complex to integrate with of any of the manufacturers, said Andy Walkingshaw, who sits on the Volkswagen dealer council.

"But Navigator integrates seamlessly with Volkswagen,

Navigator



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making the whole process very simple. When Volkswagen changed over its complete computer system last year, Navigator DMS was the first to offer full integration."

The third and final factor was the functionality of Navigator, which far exceeded that of the system it replaced.

"Navigator has a much more modern user interface and gives us far greater functionality, especially in areas like management reports. I can now interrogate any area of the business, such as the profit on any individual car deal, with far greater accuracy than before," says Andy Walkingshaw.

"The system is also continually evolving and DMS listens to our suggestions for enhancements and typically sends them out with the next free update," he adds.

Navigator brings huge business efficiencies – and a few surprises

When Navigator was installed, Andy Walkingshaw expected some resistance from his five-strong sales team to the new set up.

"But nothing could be further than the truth and they have taken to it like ducks to water," he says. "They love the fact that all new and used car sales orders are now fully automated – previously we had a time

consuming manual system in place. Everything is now automated, including the VAT calculations, and making alterations couldn't be easier. Before, they would have had to tear up the order and start again.

"The implementation of Navigator has transformed the way we run our business and we are now far more accurate in the control of our sales, our workshop, our parts and our accounting. Our ability to see the complete picture of our business as a whole across all areas has been dramatically improved and we have been able to bring far greater discipline to the business," he says.

External plaudits for the system

While staff at Walkingshaw's have been universal in their approval of the Navigator system, it often takes feedback from an external source to confirm that the right decision has been made.

"We recently had our VAT audit and the VAT inspector was very impressed by the new system. In fact he said it was one of the most impressive he had ever seen and gave him exactly what he needed," recalls Andy Walkingshaw.

"Our auditors were also satisfied and gave our accounts a clean bill of health, which is further confirmation that we have made the right decision for our business," he adds.



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