PTIMUM INFO

DEALER DEVELOPMENT SOLUTIONS

Boosting franchise network efficiency and performance with integrated cloud-based solutions for Canadian Automotive, Powersports and Equipment companies.

Optimum Info specializes in developing and implementing comprehensive, dynamic, robust and innovative business solutions available both in English and French.

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The Optimum Advantage

Powerful & Innovative Solutions

- **End-user focused systems**
- Flexible and highly configurable architecture
- Adapt and grow with technical innovations
- Powerful self-admin capabilities

Strong & Efficient Delivery Processes

- Strong internal platforms for collaboration
- Effective use of global delivery model
- Fast turn-around

Continuous Improvement Approach

- Collaborative Partnership
- On-going improvements & enhancements

About Optimum Info

We work with multiple OEMs in Canada and around the world servicing over 6,000 dealers, with solutions available in English, French, Spanish and German.

Our Locations:

Toronto, Canada

Irvine, CA

Atlanta, GA

Frankfurt, Germany

Ahmedabad, India

Trusted by global industry brands





































From Our Customers

never worked with a vendor as responsive

National Network Development Sr Manager, **Automotive Company**

" We looked at other online ordering and information systems for our dealers and customers. We decided to go with Optimum and they by far have met or exceeded all of our needs. Optimum fit our budget, they are very user friendly and our customers love it. It really was the right choice! "

Director of Parts and Service, Trailer Company

" We have been able to eliminate paper and file documents electronically saving time and money. We launched earlier this year and are pleased with the system. We piloted with some of the larger dealerships that have submitted packages to us and other OEMs and their feedback was positive. A large dealer with a Tier-1 OEM told us that this system was the easiest and most intuitive system he has used with any OEM. "

Retail Planning Manager, Automotive Company

" Despite being in different time zones, we feel like Optimum Info is right down the hall. The team is very responsive and we have never been told "No, it can't be done". They pro-actively share best practices and provide upgrades to the system. "

Warranty Executive, Trailer Company

BUSINESS MANAGEMENT **SOLUTION**



DEALER **PACKAGE** MANAGEMENT SOLUTION



Optimize Dealership Profitability

Powerful financial and operational analysis platform designed to analyze dealer network's performance effectively, identify areas of concerns and generate customized reports highlighting key performance metrics.



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Identify opportunities

for financial &

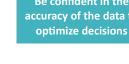
operational growth













Customizable **Performance Analytics Dashboards**



Integrated Planning Module to Create New **Business Plans**



Intuitive Reports for Data Queries & KPI Analysis



Range of Tools for Custom **Calculations** & Data Mining



Full Control to Administer and Configure **Applications**

Increase the Collaboration and

Effectiveness of Field Manager Interactions with Dealers

Comprehensive online system for field managers to manage all aspects of the dealer contact process including reviewing dealer performance, scheduling and conducting meetings as well as assigning/tracking actionable items.



KPI Analysis

Performance



Review

Performance

Contact

Meeting

Write-Up

Discussion

Details

Supplemental

Documents



Process











Search

Dealer Assessments

> **Business Planning**

KPI Data Feeds

One Source for Multiple KPI Data



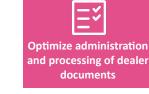
Contact System Database KPI Data Warehouse

- Financial KPIs
- **Customer Satisfaction**
- Registration
- Loyalty
- **Digital Sales**
- Service Retention

Optimize Network Development Process

Premier online cloud-based Package Management system designed to help manage the complete life cycle of dealer packages, centralizing all activities of your network development process.











Unlimited Storage Capabilities for Easy Search and Retrieval



Fully Electronic Communication **Across Full** Life-Cycle



the Processing of **All Packages**



User-Friendly and Customizable **Platform for Dealers and OEM**



Full Tracking Capabilities of **Packages Through** all Process Stages



OPTIMUMINFO.COM

Validation

Feedback &

Expert Support





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