

# DEALER DEVELOPMENT SOLUTIONS

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

Optimum Info specializes in developing and implementing comprehensive, dynamic, robust and innovative business solutions.

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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 globally, servicing over 6,000 dealers.

### Our Locations:

-  Frankfurt, Germany
-  Irvine, CA
-  Atlanta, GA
-  Toronto, Canada
-  Ahmedabad, India

## Trusted by global industry brands



## From Our Customers

*“ For as long as I’ve worked in this industry, I’ve never worked with a vendor as responsive and as knowledgeable about automotive as Optimum Info’s team. They are amazing! ”*

**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  
CONTACT  
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.



Improve timeliness and quality of Financial Statement submissions



Provide greater visibility and analysis of performance trends



Identify opportunities for financial & operational growth



Be confident in the accuracy of the data to optimize decisions



Customizable Performance Analytics Dashboards



Intuitive Reports for Data Queries & KPI Analysis



Range of Tools for Custom Calculations & Data Mining



Integrated Planning Module to Create New Business Plans



Real Time Validation Feedback & Expert Support



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.



Meeting Preparation



Contact Process



Collaboration Process



Management & Admin

KPI Analysis Dashboard

Review Performance

Action Items

Management Analysis Reports

Performance Report

Contact Meeting Write-Up

Field Assignments

Configurable Workflow

Meeting Scheduling

Discussion Details

Dealer Assessments

System-Wide Search

System Calendar

Supplemental Documents

Business Planning

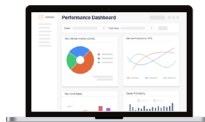
KPI Data Feeds

**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.



Improve the timeliness & quality of submissions from dealers



Optimize administration and processing of dealer documents



Establish and centralize a consistent process across the network



Reduce paper consumption, storage space and shipping costs



Unlimited Storage Capabilities for Easy Search and Retrieval



Fully Electronic Communication Across Full Life-Cycle



Configurable Workflows for the Processing of All Packages



User-Friendly and Customizable Platform for Dealers and OEM



Full Tracking Capabilities of Packages Through all Process Stages

