

## 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. We work with multiple OEMs globally, servicing over 6,000 dealers.

+1 (949) 491 1516  
info@optimuminfo.com  
optimuminfo.com  
linkedin.com/company/optimuminfo



### 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

#### Network Management Solutions:

- Business Management
- Dealer Package Management
- Facility Project Management
- Dealer Contact Management

#### After Sales Operations Solutions:

- Warranty Management
- Parts Ordering
- Dealer Profile System
- Tread Reporting

#### Our Locations:

- Irvine, CA
- Atlanta, GA
- Toronto, Canada
- Frankfurt, Germany
- 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**

## DEALER PACKAGE MANAGEMENT SOLUTION

## DEALER CONTACT MANAGEMENT SOLUTION

## DEALER PROFILE SYSTEM

### 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



OPTIMUMINFO.COM

### 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



OPTIMUMINFO.COM

### Effectively Manage Dealer Profile Information

Comprehensive online database platform to manage effectively and maintain a wide range of dealer profile information including contact information, ownership, addresses, images, etc.



Eliminate manual work to maintain dealer profile information



Provide greater visibility into key information and recent updates



Streamline dealer communication processes



Secure all dealer information & data into a one-stop location



Centralized Repository for Dealer Information



Customizable Forms and Comprehensive Reports



Full History / Audit Trail of Dealer Profile Changes



Electronic Communication Features



Intuitive Dashboard to Track Recent Updates



Full Control to Administer and Configure Application



OPTIMUMINFO.COM