DMS & ERP
The NEW Way to Manage Business at Your Dealership
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The automotive retail industry is changing. Customers expect more from their shopping and buying experiences. Modern technology is driving connected and personalized sales and service experiences, and organizations need to evolve to meet the increasing demands of this new customer experience. Organizations across all retail spaces are realizing the need for progressive technology to automate processes and connect all aspects of their businesses. Visibility and transparency throughout dealership operations are imperative to improving efficiency and increasing profitability. At Dominion, we call this phenomenon Progressive Retail™.

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What Does Progressive Retail™ Mean for You?

Better customer expectations
Evolving customer experience
Growing marketing complexity
Changing margin structure
Increasing collection and strategic use of data
Evolving workforce planning
Operational seamlessness
Do any of these challenges look familiar?

Chances are good that you are facing multiple technology challenges within your dealership.

With ERP, dealerships have a new option:

Today, these challenges can be solved through software solutions built on a single, innovative, progressive platform.
How can you upgrade your technology to support the increasing need for connectivity?

With Enterprise Resource Planning (ERP), you can modernize your core operations, increase efficiency, and connect all departments of your business. Enterprise Resource Planning is business management software—usually a suite of integrated applications—that a company can use to store and manage data from every stage of business.

ERP generally provides an integrated real-time view of core business processes, using common databases maintained by a database management system. ERP systems track business resources—cash, raw materials, production capacity—and the status of business commitments: orders, purchase orders, and payroll. The applications that make up the system integrate seamlessly and share data across the various departments (sales, service, parts, accounting) and with OEMs. ERP facilitates information flow between all departments and manages connections to outside stakeholders, like third party vendors and OEMs.

Key Elements of ERP Software

- **Standardization**: For unified management of your business
- **Flexible Business Organization Modeling**: Captures the physical locations of your business, legal entity and business reporting structure
- **The “E” in ERP**: Ability to work and report across an entire enterprise
- **Real-Time Data Sharing**: One customer record accessible by anyone in the dealership, at any time
- **Cloud-Based Technology**: Flexible, remote accessibility with no VPN required
- **Centralized IT Operations**: Unprecedented transparency and efficiency with a single point of entry
- **Custom Reporting**: Reports can be created to support unique business processes and workflow
- **Seamless Integration**: Works with familiar dealership software and processes
- **Mobility**: Easy mobile access, no app required
How ERP Can Help You Thrive and Adapt with the Changing Retail Environment

ERP provides dealerships with the ability to form a solid operational foundation for your operations. In order to create a full platform for your dealership, you begin with efficiency and effectiveness within an ERP-based DMS. Once that is established, you can begin to add other channels and operational processes that allow for further development of your business.

ERP is crucial if you want to evolve into a progressive business model.

ERP provides access to modern technologies and optimized total cost of ownership. An ERP platform integrates seamlessly and synchronizes important customer data into one customer database. This enables your dealership to deliver highly personalized, connected consumer engagement and dealership-wide customer relationship management.
Business Intelligence

Legacy software doesn’t allow you to use data to proactively drive business decisions. It is not designed for all of your employees to access common customer information largely because the raw data is fragmented across multiple databases. It can also be costly to make the data available within your dealership.

You need to use real-time data to make effective business decisions and stay ahead of your competitors. One example of an effective ERP-based tool is a Role Center. These Role Centers provide real-time visibility and allow customization of multiple datasets.

Role Centers can also include automated notifications of real-time exceptions to your dealership’s policies so you can address them before they become serious problems.

ERP-based DMS systems enable you to turn data into information to make better business decisions and provide your customers with the optimal retail experience.

- Role Center
- Real-time reporting
- Information is accessible
- Easy to create and export reports
Workflow & Process

Every business has multiple processes for managing basic business operations. ERP software is process driven - it lets you see information real-time, measure it and improve profitability and performance.

With ERP, processes that were previously manual and time-consuming become automated. Best practices and business rules are built-in to direct effective business processes; but, the flexible nature of this modern software allows you to define the workflow to accommodate your current processes.

Real-Time Accounting Updates Equal Real Savings

Close months quicker than ever before and more accurately with an ERP system. All departments in your dealership are tied to Accounting.

With one data source and a process-driven system, you can pull all financials, dashboards and KPI from one set of data.

The centralized accounts payable and receivable processes simplify your bookkeeping and eliminate discrepancies across departments. Ultimately, you will reduce the time needed to balance your accounts and close your books.
Mobility is at the Core of ERP

The ability to access information on the go is not just a luxury - it’s a necessity. With ERP, you and your employees are not confined to a physical location when it comes to accessing your DMS. Anything you are able to do from your desktop machine, you can do from a remote location or from a tablet.

Transform Your Service Lane

Would you love the ability to assess maintenance needs as you walk around the vehicle? Take photos of the car using a tablet and have the photos automatically appear in the customer account within your DMS? Share important vehicle service customer data with the sales team? This can all be a reality using an ERP-based platform.

The Digital Contracting Experience with eDeal jacket

Because ERP software is compatible with mobile devices, dealerships can have maximum flexibility when it comes to contracting and document storage. You can complete the sales process on a touch screen device, have customers e-sign documents and automatically file the signed documents in a digital deal jacket. The process becomes more efficient for both your employees and the customers, making the entire purchase process a more delightful experience for the buyer.

While contracting in F&I, let your customer dictate how they view a contract. If they want to view it on an eReader, that’s okay! We serve up information to your customer’s preferences, not based on limitations of a legacy solution.
Why is DMS and CRM Integration Crucial in Today’s Progressive Retail Marketplace?

Modern end-to-end solutions make it simple to integrate your ERP-based DMS with your CRM system. Integrating these solutions – with one centralized database – eliminates the need to perform complex, time-consuming and often costly point-to-point integrations.

The integration of DMS and CRM information allows you to view combined financial and non-financial customer information, regardless of where the data was originally entered. This means that all vehicle data, service history and maintenance information is associated with one single customer record. Your sales team, F&I office and Parts & Service department will all have visibility into the same set of customer information.

An integrated platform delivers a complete view of your customers to all employees, allowing them to answer questions and provide solutions promptly and accurately. This creates the connected, personalized experience that customers have come to expect in today’s retail environment.
Benefits of an ERP-based DMS

Automotive Dealer Management Systems have been around for almost 50 years. Many legacy DMS providers still rely on operating systems and programs that were built close to 25 years ago and do not meet the needs of today’s changing retail environment.

An ERP platform will help dealers thrive and adapt with the changing retail environment by:

- Giving dealers the ability to centralize key elements and processes and build a more productive and cost-effective business model.

- Reducing time spent on repetitive or overlapping activities using a central database that coordinates inter-departmental data assignments and resource allocations.

The New Way To Do Business

- FLUID, USABLE ROLE-BASED DASHBOARD
- CENTRALIZED DATA CENTER
- UNPRECEDENTED TRANSPARENCY AND REAL-TIME DATA SHARING
- BUSINESS INTELLIGENCE ENABLES SMARTER DECISIONS
- YOU OWN AND CONTROL YOUR DATA
- EASY MOBILE ACCESS, NO APP REQUIRED
About DominionDMX™

Dominion Dealer Solutions and Microsoft have partnered to create a portfolio of integrated solutions that offer highly personalized, connected consumer engagement at any time, in any place. DominionDMX™ is flexible, allowing you to work in the way that makes sense for your customers and your dealership, without the constraints you've experienced in the past. DominionDMX™ places the power to manage your business squarely in your hands, fully supported by the functionality you have come to expect from Dominion and Microsoft. From sales to service, parts, and the business office, DominionDMX™ will enable your employees to be more productive and your dealership to operate more efficiently.

CLICK HERE to learn more about Dominion DMS services and products:

DMS

About Dominion Dealer Solutions

Dominion Dealer Solutions helps car dealers attract, retain and service customers for life. With web-based customer relationship and lead management tools, inventory management analytics, dealer management solutions (DMS), and reputation and social media management solutions, Dominion provides a full-circle dealership solution. Additionally, Dominion provides custom lead generation and digital marketing tools including: responsive websites, SEO, SEM, digital advertising, fully-managed multi-channel marketing, specialized data aggregation, mobile apps and market reports. Every OEM and more than 60 percent of auto dealers nationwide utilize Dominion Dealer Solutions technologies and services to solve their marketing challenges.

For more information, visit us at DriveDominion.com, like us on Facebook, Pinterest or YouTube or follow us on Twitter.