

Pentana Solutions Wins New Customers In Growing Vertical Markets

Pentana Solutions continues to enjoy its position as the fastest growing dealer management system in the Asia Pacific Region. This growth is more diverse than ever as we continue to provide IT and Communications solutions to the franchise dealer market. Our growth is particularly exciting in the newly emerging vertical markets of motorbike, marine, agriculture,



truck and parts distributors - as we continue to deliver specialized systems to these exciting market places. With the ever growing number of new vehicle franchised dealers combined with these new vertical markets – the ongoing commitment to growing our resources to service our customer base continues. With more than 360 Pentana Solutions' team members servicing the industry we are very excited about our outlook.

For over 35 years the new car franchise dealer market has recognised the advantage of partnering Pentana Solutions for not just Dealer Management Systems but also for its variety of other solutions and services. A growing trend exists where the owners of businesses in markets such as motorbike, marine and agriculture are rapidly responding to the need for the same tools for their businesses. Solutions such as parts trading, networking, efficient service department management, and especially quick CRM (Customer Relationship Management)

tools have made the Pentana Solutions' suite of Dealer Management Systems the perfect choice for these specialized vertical markets.

Steve Kloss, CEO, Pentana Solutions said "I am excited by our ability to deliver a solution that is a perfect fit to these unique markets. For many years businesses in markets such as motorbike, marine and agriculture, have had to struggle with a management system that was not specific to their industry and often difficult to use. Our DealerPRO and NOVA solutions meet their needs perfectly. Measuring service in hours instead of kilometres, enabling parts to be traded between branches and even other businesses, and providing a marketing system that is state of the art, is critical to these businesses."

"In the last three months alone, we have welcomed 42 dealers to our solutions, with an additional 92 joining us in the nine months prior to that. A total of 134 new business owners choosing a Pentana Solutions Management System for their business speaks for itself – our new customers are making the choice that will increase their bottom line and maximise sales opportunities for the dealership. During this same period we saw 103 loyal customers upgrade their solutions in an ongoing commitment to the Pentana Solutions business"

Motorbike, marine, agriculture, truck, parts and service businesses are choosing the Pentana Solutions suite of Management Systems. They are recognizing the clever tools available in the solutions and implementing them into their business so they can maximize the profit and revenue opportunities available to their business today.

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MEDIA ENQUIRIES:

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If you would like to learn more about how our choice of Management Systems can assist your business, email marketing@pentanasolutions.com or phone Oscar Kelaart on 0403 191 304