



DealerPRO

pentana
SOLUTIONS
Driving Success Through Innovation

DealerPRO

Designed by Dealers for Dealers.



DealerPRO is designed by dealers in the automotive, truck and agricultural industries which enables our software to be the closest possible fit to your business. DealerPRO's feature rich functionality and highly developed structure enables dealerships to operate at maximum efficiency.

DealerPRO can fully satisfy all of the functional and operating requirements of the modern car dealership using modern, best practice processes:

- Accounting & Administration
- CRM & Marketing
- New & Used Unit Sales
- Parts
- Service
- Report Writer
- Executive - Business Intelligence

DealerPRO Benefits at a Glance

DealerPRO is the most cost effective, fully integrated Tier 1 Dealer Management System in the international automotive market today. Benefits include:

- Greater levels of management control
- Improved efficiencies
- Reduced overheads
- Increased profits
- Leaner inventories, reduced obsolescence
- Improved customer service levels
- Improved customer retention

Streamline your Business

A dealership involves the management of a considerable investment; it is a complex business unit to operate and to control. DealerPRO will help bring much needed efficiency to your dealership operation, department by department, person by person as well as saving time and money by improving business process.

Delivering Competitive Advantage

In the automotive industry, success depends on staying ahead of the competition and is a continuous challenge facing every dealership. DealerPRO seamlessly integrates the dealership's departments and allows you to take advantage of your most valuable asset: your information. This can provide an unequalled opportunity for more sales, greater profitability, improved customer

DealerPRO is a fully integrated, modular solution that brings your team closer together to drive efficiencies, customer satisfaction and profit.



Administration

The administration module of DealerPRO is fully integrated to all other the operational modules, eliminating the need for time consuming re-keying of documents. This ensures accuracy, provides up-to-the-minute business performance and ensures customer credit limits are under control. Concise financial reporting, daily operating control and customizable chart of accounts are only several of the benefits of standard.



Parts

Improve and maintain customer service levels whilst reducing both inventory levels and obsolescence. The parts module includes counter sales and powerful automated reordering that ensures high service levels. Total supersession chain control, interbranch visibility and transfers, deposits, cash management & credit control are all integrated in real-time. In addition, detailed inventory reporting, barcoding and backorder control are all part of DealerPRO's core.



Service

Improve service throughput, billing accuracy and maximise profitability whilst improving customer satisfaction and retention with a variety of automated tools. Automated service reminders, forecasting, service booking calendars with forward display visibility are just several key benefits that are delivered as standard.



Flexible Deployment Options

DealerPRO does not require you to purchase dedicated hardware, we offer a secure cloud based solution that is both supplied and managed by Pentana Solutions in our secure data centre. Alternatively, should you wish to host your own ERP server, Pentana Solutions can supply the required hardware and technical support.



Showroom

Standardise the customer sales experience and maximise each opportunity whilst improving management visibility and control.

- Record prospect information during sales process
- Create vehicle quotes, contracts and invoices
- Sales manager review for salesforce management
- Sales diary automates the follow-up process
- Boost average gross profit per deal
- Up-sell with accessory & aftermarket “shopping list”
- Control minimum margin levels

Customer Relationship Management

Maintain positive and profitable relationships with your customers and generate on-going revenue opportunities.

- Customer satisfaction surveys
- Customer loyalty rewards scheme
- Powerful targeting and sales campaigns
- Analyse marketing returns
- Recall campaigns to maximise service business
- Increase selling opportunities through service, warranty expiry, finance expiry, end of ownership
- Retain customer throughout ownership lifecycle