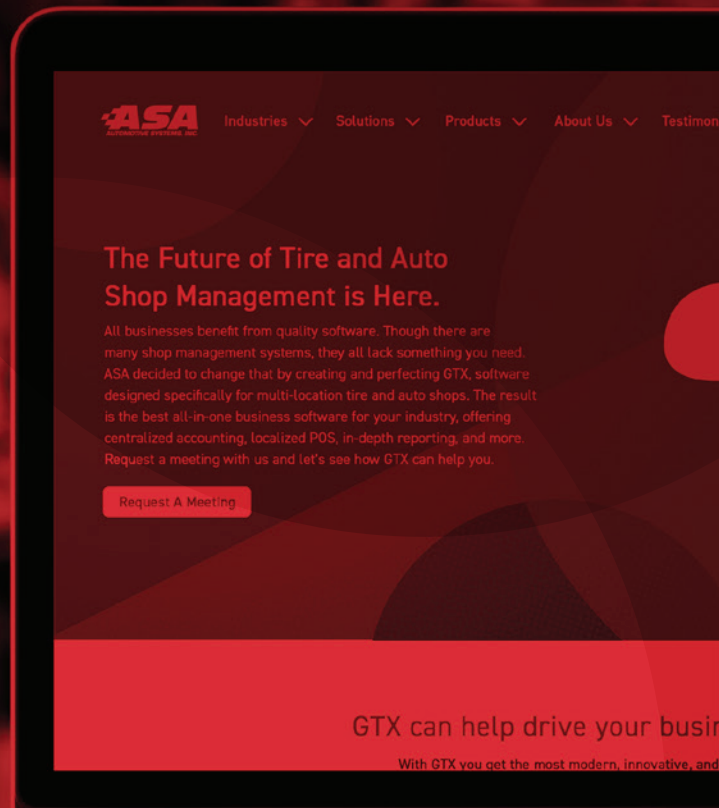


THE DEFINITIVE GUIDE FOR CHOOSING THE RIGHT SHOP MANAGEMENT SOFTWARE



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The digital revolution has reached the tire and auto services industry. Today's customers demand service that's fast, mobile and easy to get.

And with the right software, you can increase profitability and gain a competitive edge by giving your customers what they need, when they need it and how they want it.

But your software should also help you build the future. Whether you want to expand existing facilities or add more locations, your platform should offer the flexibility to grow with you. You need a strong back-office system that empowers owners and managers to control every aspect of the business—point-of-sale (POS), inventory control, accounts receivable, accounts payable, marketing, business intelligence, reporting and more. An integrated, all-in-one platform with up-to-the minute data can ensure success both today and tomorrow.

HOW TO CHOOSE THE RIGHT SOFTWARE

Start by asking yourself a few basic questions.

What features are you looking for?

List the business activities you want to manage with your new software. Here are some of the most widely requested:

- ✓ Point-of-sale (POS), accounting and inventory in one program
- ✓ National account interfaces like Goodyear, Firestone, Bridgestone, etc.

Do you really need tire software?

If you're reading this, chances are you do. But what do you want it to do? Help you estimate and cross-sell better? Give you real-time visibility to inventory? Increase staff efficiency and ticket value? Talk to your sales reps, services writers and store managers about their needs and expectations.

- ✓ Texting & emailing
- ✓ Mobile vehicle inspections
- ✓ Integrated tire fitment guide
- ✓ Service estimator with parts & labor guides (Epicor)
- ✓ Declined services and reporting
- ✓ Branded customer loyalty and rewards programs
- ✓ In-depth reporting and business analytics
- ✓ Centralized, multi-site visibility and management

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What type of software will work best for you?

Currently you have two options. A cloud-based system with data stored on remote servers or a traditional closed network with data stored on local servers at the shop. You might prefer local servers due to privacy concerns but a cloud-based server may work better. Here's why:

Data accessibility. Cloud-based software allows you to view your data from anywhere with internet access. So you can monitor inventory levels, sales and store performance, prepare P&L statements, manage prices and review margins in real time, even when you're on the go.

Advanced integration. Cloud-based software can integrate business and marketing functions without extensive custom programming. Think customer loyalty programs, credit card processing, fitment guides, labor and parts catalogs, national account processing for all major tire manufacturers and more.

7 KEY POINTS

Choosing the right software can help you run a more profitable business, so it's an important decision. Here are 7 key points to consider.

1 Look for all-in-one software with point-of-sale, inventory and accounting.

Working with multiple companies, platforms and tools can be challenging. For instance, if you're quoting a price and your customer asks for their account balance, you have to close the work order screen and open the accounting program. Instead, choose a seamless solution with built-in accounting, the ability to convert quotes to work orders, and automatic integration of your national accounts, Epicor parts purchases and payroll.

2 Get a strong shop floor management system.

A shop floor management system that schedules appointments, manages bays and tracks the progress of orders helps eliminate chaos. One seamless system provides all the functionality you need so double data entry is a thing of the past. Inventory from one site is visible to the next, making it easy to transfer of parts and tires between locations. And appointments are tracked efficiently so customers get on-time, hassle-free service.



3 Enhance your customer experience.

Add a personal touch to customer relationships with software that stores important details — upcoming and past appointments, birthdays, family members, vehicles owned, even how to pronounce a name correctly.

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4 Think about scalability, long term.

Choose software that can grow with your **business**. Factors include end-user customizations, database structure (centralized data) and admin functions like in-depth reporting and analysis. In a fully integrated system, the customer-facing point-of-sale features are reading your back-end data, so you know the profitability of each customer, what you've recommended and what services their vehicles need.



5 Leverage your business analytics.

You're already collecting **customer, vehicle and sales data**. Shouldn't your software put it to good use? With a single dashboard you can evaluate your business by reviewing margins, accessing location or salesperson performance data and customizing the information by any time window you like.

6 Ensure on-going training and support


Avoid **data loss, user error and other all-too-common setbacks while implementing and using new software**. Make sure your vendor will be there throughout the process and ask them to provide statistics on their commitment to customer service, training and power user certification.

7 Talk to current customers

Ask your software vendor for **references in your area**. When speaking to current customers, ask them how long they've been using the tire shop software. Is it helping them streamline operations, increase staff efficiency and boost ticket value? Is the software company's support staff responsive?



Having the right software is essential to growing your business. Choose wisely.

 Beware of software that offers a low initial cost but requires expensive customizations to achieve the same functionality as more robust systems. These customizations will likely affect the cost of future upgrades. Also, understand what's covered by maintenance and support and get those costs up front.

Schedule your personalized demo now!
Call 800.657.6409 or visit www.ASAauto.com

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