

## Securing a maximum return on IT investment for Australian dealerships

One of Australia's leading providers of IT solutions for car, agricultural, trucking, and construction equipment dealerships, officially released a new product today that will enable dealers to get increased benefits and profitability from their dealer management software (DMS) systems.

Dealer Spectrum®, a software product developed by Auto IT\*, aims to help dealers increase the efficiency of their current DMS system.

General Manager of Dealer Spectrum®, Rohan Duncan, said: "For the first time, Dealer Spectrum® offers dealership management a comprehensive software solution that addresses all their needs. It is a system that will not only detect fraud whenever it occurs, but importantly, enabled dealers to get much greater efficiencies and profitability across their entire dealership business."

As the leading providers of DMS systems to the retail agricultural, construction and trucking dealership market, and the second biggest supplier to the retail automotive market in Australia, Auto IT has been working very closely with dealers for the past 11 years to identify where there is room for improvement, increasing productivity and profitability.

"One of the biggest challenges for dealers was how to maximise the functionality of their existing dealer management systems," Rohan said.

"With dealerships, we know that the most common problem is that less than 50 per cent of the ERP (Enterprise Resource Planning) system is fully utilised, leading to wastage and poor return on investment," Rohan said.

"Dealer Spectrum® allows dealers to get maximum efficiencies across their entire business operations by centralising processes, removing inefficiencies, ensuring conformity across the whole organisation and detecting any unusual and possibly fraudulent activity," Rohan said.

"Dealer Spectrum® also reduces the need for manual tasks and increases the levels of internal control through defined, measured and reported end-to-end business processes for all dealerships within the DMS. The generation of wanted exception reports enables dealers to quickly detect and deal with any issues as they arise," Rohan said.

Dealer Spectrum® is an add-on service for dealerships that already have an Auto IT ERP system in place. Dealer Spectrum® is also backed up by an extensive consultancy service, assistance in achieving the KPI's for the business and ongoing support for the full utilisation of dealer management system, including patches.

Since the soft launch of Dealer Spectrum® several months ago, several leading dealerships have become 'raving fans' of the product.

"Often when you purchase an IT system, you don't get the full functionality. With Auto IT's Dealer Spectrum, full functionality is achieved, providing a much better return on our investment," said Brad Ramsey, Director, Ramsey Bros PTY Ltd.

"One of the excellent benefits of Auto IT's Dealer Spectrum® is that their system is backed up by an extensive consultancy service, and this ensures we are achieving the KPI's for the business," said Moira Smith, CFO, CHESTERFIELD Australia.

"With Automated Push Reports it helps with visibility across 12 branches in real-time," concluded Rod McQuade, Group Administrator, McIntosh & Son.

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Links: [www.dealerspectrum.com.au](http://www.dealerspectrum.com.au)

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