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## Pacific DMS Automotive / Marine / Retail Dealer management system

## Pacific DMS overview

Deep Blue Systems offers you Pacific DMS, an easy to use cost effective system which can help you manage every aspect of your business.

Pacific DMS delivers the intuitive and responsive experience a modern dealership demands, providing a highly integrated and approachable solution with everything you need to help with the smooth efficient operation of your dealership.

### 18 years of success

Deep Blue Systems have been providing solutions to the automotive and retail industries since 1995. During this time we have helped hundreds of businesses implement our class leading Pacific DMS software.

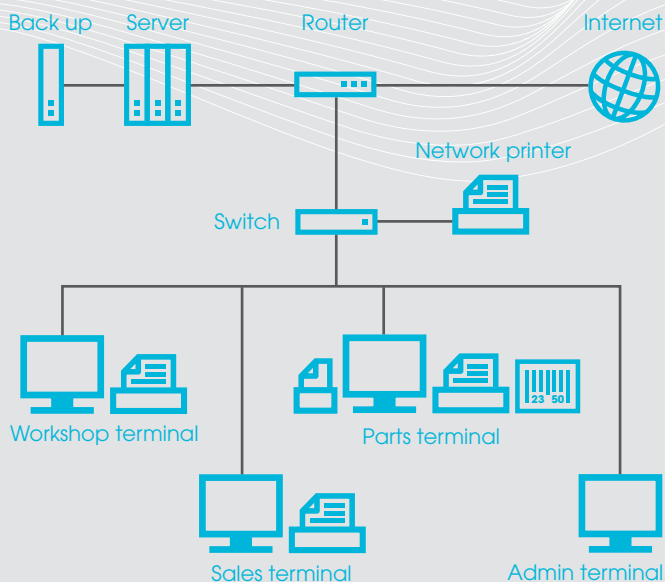
### Pacific DMS configuration

Pacific DMS supports a wide range of configurations. For a smaller business, Pacific DMS can be installed on a single Windows machine with a standard A4 printer. This configuration is suitable for any small dealership.

Pacific DMS can also support larger dealerships. A typical system would include a Windows Server and 3 or 4 client machines. Each machine can be dedicated to a specific role. i.e. workshop, parts, etc.

Pacific DMS supports a wide range of additional hardware including:

- 3" receipt printers
- Cash drawers
- Barcode scanners
- Label printers



### Best business practice

Pacific DMS has been tuned to help a dealership operate in the most effective way, using best practice. In every department, the processes taken care of by Pacific DMS ensures the smooth flow of transaction detail.

### Advanced technology

Balancing continuity and consistency with progressive evolution and new technology is the main objective of the Deep Blue Systems development team.

Recent introductions, including SMS text messaging, VRM number plate lookups and email integration, ensure you have the tools you need.

### Competitive advantage

Staying ahead of the competition is a continuous challenge facing every dealership. Exploring the potential of Pacific DMS is a key element in operating your dealership more successfully.

### Class leading support

Deep Blue Systems have numerous elements that help to provide good customer support. We provide telephone assistance during office hours as well as a wide array of online support options including:

- Documentation
- Knowledge base articles
- Program updates and price file updates

### Features

- Workshop job cards
- Vehicle sales
- Stock control
- Service histories
- Purchase orders
- Postcode look up
- SMS Text Messaging
- Service reminders
- EPOS and barcoding
- Sage line 50 support
- Management reports
- Price files updates
- Knowledge base
- Export to Excel
- Contact management
- Multi-site capable
- Windows based
- Mail merge with Word
- Outlook integration
- Stock lists
- Estimates
- Credit notes
- Online ordering
- Fiche integration
- VRM number plate lookups
- Linked to Motorcycle Parts Network
- Stock sharing
- Parts catalogues
- Customer relationship management (CRM)
- Supplier stock checking
- Boat sales
- Equipment sales

## Invoicing

The Pacific DMS Point of Sale Invoicing System is efficient and easy to use. Fast efficient invoice generation is the corner stone of any successful business.

All essential information is close to hand, shown in a clear and concise way. We can supply you a UK postcode database to help you quickly and accurately record customer details. Full supply and support for barcode scanners, receipt printers, label printers and cash drawers can also be provided.

### Benefits of the Point of Sale Invoicing System

- Customers can be selected by account reference, company name, surname or postcode.
- Customers can have pre-set discounts automatically applied to their invoices.
- The point of sale invoicing system provides complete access to customers' back orders.
- Bar-coding is fully supported, allowing you to scan items, providing quick and easy product identification.
- Pacific DMS can generate its own bar-coded parts labels and is fully compatible with barcode scanning.
- A customer facing display can also be supplied. This allows a customer to see the invoice's running total.
- Pacific DMS supports in-progress and pro-forma invoicing as well as assigning alternative delivery addresses.
- Customer history records are available, allowing access to a customer's full purchase history for parts.
- Receipt and invoice headers can be customised with company logos and details for a professional look.
- Cash till draws can be used for counter sales, improving the sales process.

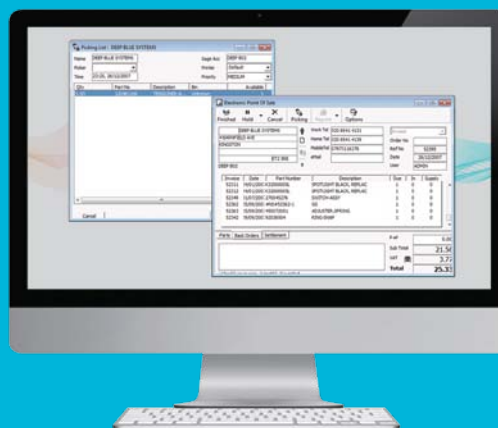
Pacific DMS delivers the intuitive and responsive experience a modern dealership demands

### System features

- Efficient invoice generation
- Customised invoices
- Barcode generation and scanning
- Sales orders and invoices
- Customer history records
- Pre-set customer discounts
- Logs sales by member of staff
- Supports cash till drawers
- Supports 3" receipt printers
- Free form invoice text
- Export data to Micro soft Excel
- Customer and UK postcode

### Reports

- Sales by month
- Day totals
- Stock lists and values
- Sales by staff reports
- Margin/profit reports
- Back orders
- VAT summary



## Vehicle/boat/equipment management

The Pacific DMS Vehicle/Boat/Equipment Stock Management System effectively manages the sales and purchasing of new and used vehicles, boats and equipment.

Pacific DMS allows you to display and record huge amounts of information which you can define and set. It also provides you with an easy to use and highly visual set of screens. You can also export your used vehicle, boat and equipment stock directly to third party online advertisers or to your own HTML webpage.

### Main benefits of the Vehicle, Boat and Equipment Stock Management System

Need to know how many red Hondas you have in stock? With a few clicks of the mouse you can get a full summary.

- Vehicles, boats and equipment can be bought, sold reserved and part exchanged in just a few seconds.
- Full access to purchase, sales invoice and customer details, all with a single click of the mouse.
- Pacific DMS provides a vehicle registration screen which allows you to enter your allocation of new registration numbers.
- Vehicle, boat and equipment types allow for more accurate data entry and processing e.g. new, used, demo, trade.
- Reconditioning costs are updated in real time from workshop job cards to give you accurate costs and profits.
- Pacific DMS allows you to export your used vehicle, boat and equipment stock to third-party online advertisers or to your own HTML webpage.

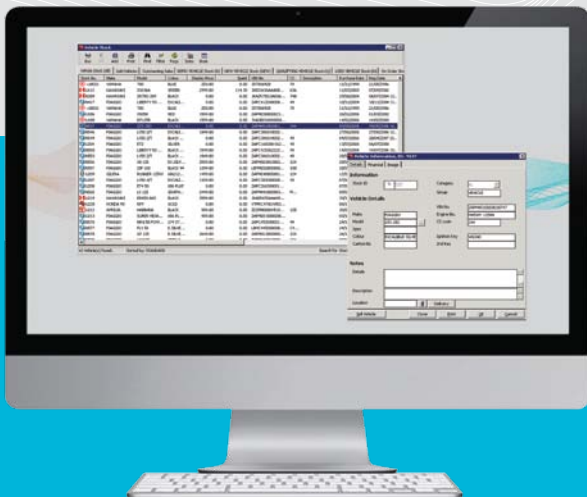
### System features

- Sales orders and invoices
- Allows entry of vehicle, boat and equipment types
- Vehicle, boat and equipment cost breakdown analysis
- Location for stock
- Sales executives performance
- Re-con costs
- Internet broadcasting of stock
- Free form invoice text
- Export data to Microsoft Excel
- UK postcode look up
- SMS Text Messaging

### Reports

- Stock, sales and delivery reports
- Group analysis by stock type
- Stock lists and values
- Sales executive reports
- Margin/profit reports
- Purchasing details
- Part exchanges
- VAT summary
- Filter stock and searches to your requirements

Need to know how many red Hondas you have in stock? With a few clicks of the mouse you can get a full summary



Export your used stock directly to third party online advertisers or to your own HTML webpage

## Workshop scheduler

The Pacific DMS Workshop Scheduler System manages a job from the time of booking, through the workshop and up to the point of invoicing.

It also provides an effective way for you to manage and control work carried out through your workshop. Using the workshop functions within Pacific DMS, you can manage workshop loading and time, resulting in effective workshop utilisation thus maximising workshop potential.

### Main benefits of the Workshop Scheduler System

- The Workshop Scheduler gives the user the flexibility to change any details at a click of a button.
- Jobs can easily be rescheduled for a different day.
- Job cards can quickly be amended and printed.
- At the start of each day Workshop Scheduler can print the days job cards.
- Jobs can act as 'holding' invoices where parts are booked as they are used.
- The Workshop Scheduler also allows you to include notes which can be associated with a specific job.
- Service managers can organise their time and quickly book in new jobs for customers.
- Technician absences can be added. The Workshop Scheduler can then stop any work being booked in.
- Service histories can be viewed easily in the customer records.
- Text messages can be sent upon completion of jobs.
- Service and MOT reminders can be sent via text messages, saving time and money.

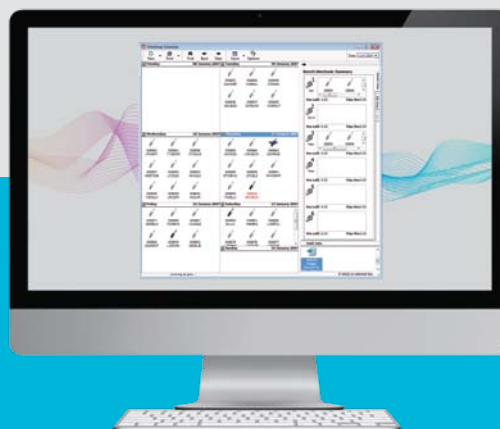
### System features

- Job card to invoice control
- Provides estimates/quotes
- Menu pricing and templates
- On screen diary
- Access to full service history
- Technician ramp allocation
- Quickly invoice completed jobs
- UK postcode look up
- SMS Text Messaging
- Job on-site option
- Customer/vehicle histories
- Clock on, clock off jobs

### Reports

- Hours sold
- Hours worked
- Service reminders
- MOT reminders
- Margin reports
- Back orders
- Service reminders
- Recalls
- Warranty work
- Technician reports
- Workshop efficiency

Effective workshop utilisation, maximising workshop potential



## Customer history and customer contact management

Pacific DMS stores all the relevant information on your customers, including their name, billing and delivery address as well as their contact details such as email, and telephone numbers.

Pacific DMS also maintains a complete record of every invoice, estimate and repair. This complete transaction history allows you to track every interaction with your customer. The information can also be utilised for marketing campaigns.

Pacific DMS can help manage your relationship with your customers through customer contact management allowing you to provide the best possible level of service and maximize every opportunity.

### Main benefits of storing Customer History

- Customers can be selected by account reference, company name, surname or postcode for easy recall.
- You can view how much a customer owes as well as an aged debt analysis to manage your cash flow.
- Full access to payment details including payments received and statement printing.
- Customer credit card and payment details can be recorded for fast order processing for regular customers.
- Items are colour coded for easy identification and can be recalled with just a few clicks.
- Vehicle transactions stay with a vehicle between customers therefore maintaining an up-to-date vehicle history.
- You can quickly display and reprint any previous invoice should you need recall details or transactions at any time.

### System features

- Customer contact details
- Customer vehicle details
- Customer account details
- Customer preference details
- Customer history records
- Pre-set customer types
- SMS Text Messaging
- Full UK postcode look up
- Customer data extraction
- Export data to Micro-soft Excel
- Automatic alerts for outstanding back ordered products
- Courtesy call reminders
- Service and MOT reminders
- Customer notifications for special events, product launches, technical campaigns and recalls

### Reports

- Customer activity reports
- Customer mailing lists
- Customer detail filters
- Customers credit reports
- Customers debt reports
- Customers on stop reports
- Outstanding invoice reports

Complete transaction history allows you to track every interaction with your customer

Maintains a complete record of every invoice, estimate and repair



## SMS text messaging

The Pacific DMS SMS Text Messaging System allows you to send text messages directly to your customers from your computer, creating a professional and efficient image.

Texting can help your business gain a competitive edge by keeping in touch with your customers, instantly making your communication channels simpler and cheaper. Pacific DMS can be programmed to automatically send text messages to your customers for parts collections, service reminders and vehicle ready for collection messages.

### Main benefits of the SMS Text Messaging System

- Texting saves you time when contacting customers as it only takes seconds to write and it is sent instantly.
- Text messages cost a fraction of the price of a mobile phone call saving hundreds if not thousands of pounds.
- Texting does not interfere with the way you do business thanks to the unobtrusive nature of text messaging.
- The texting system is fully auditable with full management, control, history and reporting.
- Automatically send text messages to customers for service and MOT reminders and parts and service collections.
- Create marketing campaigns and send a text message to your customers to promote your goods and services.
- There are no monthly charges for using the system or pre-purchase of messages, you only pay for sent messages.

### SMS Text Messaging facts\*

- An average of 80% of your customers will leave you their mobile number as a contact number for your service or parts department. If this is the case it will cost you an average of 70p to £1 for every call you make to tell them their vehicle or parts are ready for collection.
- On average a reminder letter to customers will cost you on average £1 to send, with an average response rate of 40%.
- The response rate to text messages is on average over 90%.
- On average 80% of mobile phone users carry their phone with them all the time.

### System features

- Text customers instantly
- Fully auditable system
- No monthly charges
- No pre-purchase of messages
- Only pay for sent messages

### SMS applications

- Service and MOT reminders
- Vehicle ready for collection
- Back ordered parts arrivals
- Customer prospecting
- Marketing campaigns
- Single one off messages

## Vehicle Registration Lookup

Accurate vehicle information is essential when ordering parts for vehicles and booking work into the workshop.

Pacific DMS now includes optional Vehicle Registration Mark Lookup. Simply enter the vehicle registration and Pacific will retrieve the following information.

- Make
- Model
- Colour
- VIN Number
- Engine Number
- Date of first Registration

Information is provided is provided by HPI. Benefits to your business include:

- Accurate data capture
- Speed up data entry
- Improve customer service



\*Source: Mobile Data Association and feedback from our customers

## Parts stock control

The Pacific DMS Stock Control Management System provides a detailed parts stock record that is linked to major manufacturer and supplier price files. Product grouping, discounting, min/max order levels and alternative suppliers are all supported.

Pacific DMS calculates your current stock requirements in real-time, tracking which lines have fallen below stock re-order levels and which are on order (for both customers and stock). Pacific DMS also has a built in EPC/Parts Listings covering over 10,000 motorcycles, so your parts requirements can be managed within one system easily and efficiently.

### Main benefits of the Stock Control Management System

- Purchase orders for stock sent directly to suppliers.
- Purchase orders can also be faxed or emailed directly to suppliers.
- On receipt and confirmation of a delivery, a stock allocation list is printed.
- Pacific DMS can also print product labels including barcodes for stock items as well as customer names.
- Customer back orders can be instantly checked, allowing confirmation of outstanding orders.
- Individual parts can be cross referenced to get a full breakdown of their movements.
- Pacific DMS has a comprehensive set of stock management reports providing to help business control.
- Pacific DMS has a stock taking and adjust stock function that is fully auditable.
- Parts stock availability feeds are also provided by third-party suppliers and manufacturers allowing up-to-date stock checks all within Pacific DMS.
- Fully auditable stock taking/adjust function.

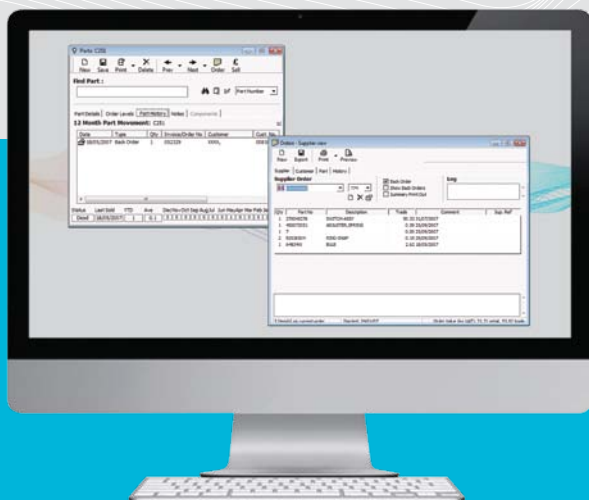
### System features

- Full stock control
- Quick invoice generation
- Customer back orders
- Picking lists
- Supplier and product groupings
- Stock taking
- Product kits
- Stock correction log
- Min / max stock re-order levels
- Alternative suppliers
- Purchase orders
- Website order support
- Online supplier ordering (EDI)
- Export data to Microsoft Excel
- Parts stock availability feeds for manufactures and suppliers
- EPC/Parts Listings covering over 10,000 motorcycles

### Reports

- Stock lists, locations and values
- Stock sales and purchases
- Stock movements and histories
- Orders by month
- Customer orders
- Overdue parts
- Back orders
- Fast moving and dead stock

The detailed parts stock record links to major manufacturer and supplier price files



Pacific DMS calculates your current stock requirements in real-time



## Support

Deep Blue Systems provides class-leading support helping ensure you make the most out of Pacific DMS.

Our support team have an in-depth knowledge of the automotive, marine and retail industries which has been obtained through many years of working within the industry and working closely with our customers to understand their businesses.

### Knowledge base

The knowledge base is your first port of call for any questions or issues you may have:

- Over 500 trouble shooting articles
- Over 30 tutorials
- Installation and setup trouble shooting
- Network and printer trouble shooting
- Windows trouble shooting
- Complete Pacific DMS user guide and technical manual

### Telephone and email support

Deep Blue Systems has a support telephone line, plus email support for handling enquires and issues about Pacific DMS. It is available during office hours where calls are handled quickly and efficiently.

### Remote login support

Deep Blue Systems can provide real-time dial-in support for your systems. With this enabled it is possible for us to instantly resolve any issues that you may have and carry out systems maintenance allowing you to get on with work.

### Updates

Pacific DMS is forever being improved to cope with the changing business environment and customer requirements. Updates and improvements are released on average once a quarter where they can be downloaded via our website.

## System features

- Telephone support
- Email support
- Remote login support
- Price file updates
- Program updates
- Forum
- Knowledge base
- User guides
- Interactive tutorials



## Postcode database

One simple question reduces queues, makes staff more productive and gives your organisation a more professional image.

Accurate address data means delivered goods, easy analysis and less time solving the problems caused by poor address data.

The online postcode database allows you to capture accurate address information for every address in the UK.

### Main benefits of the Online Postcode Database

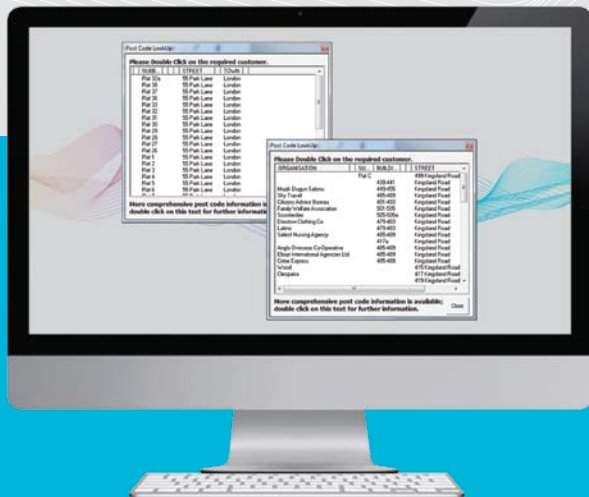
- Save up to 85% of keystrokes.
- Save hours of wasted time.
- Eliminate spelling mistakes.
- Creates a professional image.
- Covers every address in the UK.
- Instant display of street, locality, town and county from just a postcode.
- Complete address including organisation name for large user post codes.
- Ensures stored addresses are consistent.

### System features

- Every UK address
- Menu driven
- Integrated with Pacific DMS
- Counter sales
- Vehicle sales
- Workshop booking



Accurate address data means delivered goods, easy analysis and less time solving problems



Capture accurate address information for every address in the UK

## Reports and Sage Line 50 Export

### Reports

Pacific DMS includes a comprehensive reporting module that provides over 200 standard reports as well as manufacturer specific composite reporting options.

- Day totals
- Stock valuation
- Fast stock
- Workshop loading/efficiency
- Customer lists
- Salesman commissions
- Dead stock
- Over 200 standard reports

### Sage Line 50 Export

The Sage Export module transfers information from Pacific DMS to Sage Line 50. Sage export is normally scheduled to run at the end of each day, avoiding unnecessary data input. The Sage export module allows users of Pacific DMS to transfer invoices, credits, customer details, vehicle and parts stock movements directly into Sage Line 50. Pacific is used as your front office system for all day to day tasks and invoicing whilst Sage becomes your back office system.

### Main benefits of Sage Line 50 Export

- Sage Approved 3rd Party Add-on
- Choose your own nominal structure
- Handles New, Used & Qualifying Vehicle VAT schemes
- Schedule to run on predefined interval, or on demand
- Easy to use
- Saves duplicate data entry
- Vehicle records are added to Products database under their Stock Numbers
- Import/export all stock levels
- Compatible with Account Plus or Financial Controller
- Cost effective. The export module costs £500 plus £35 per quarter for updates and support.

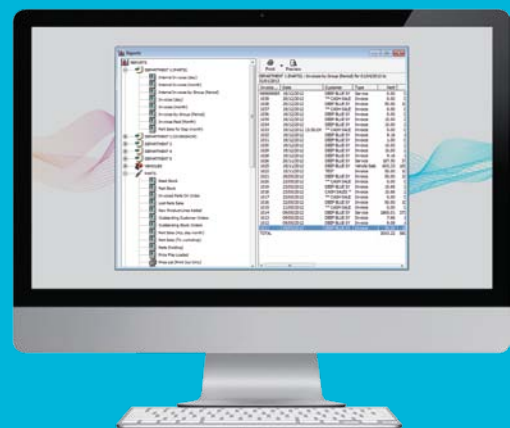
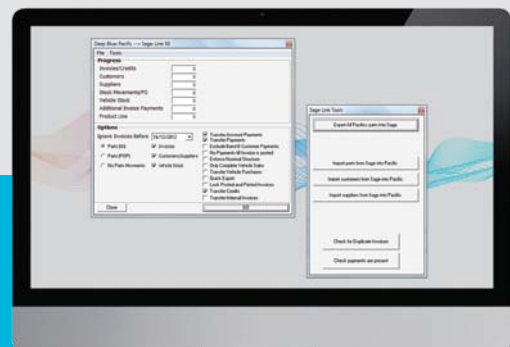
### System features

- Invoices
- Credit notes
- Refunds
- Invoice payments (SR)
- Account payments (SA)
- Customer records
- Goods inwards (GI)
- Purchase orders (POP)
- Product details
- Vehicle stock records
- Vehicle sales
- Vehicle purchase
- Vehicle part exchange
- Department mapping

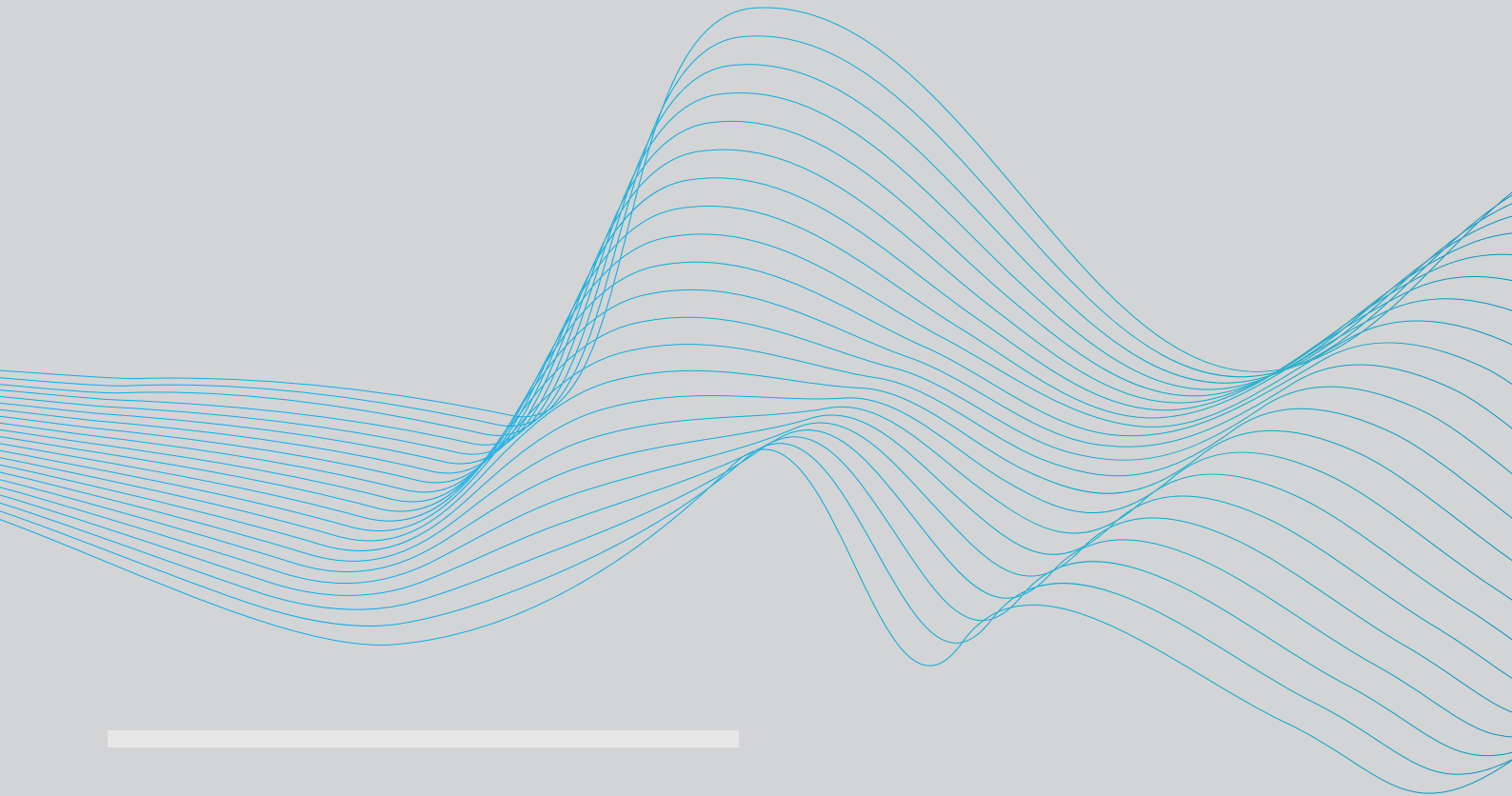
### Reports

- Invoices issued
- Debtors
- Stock movements
- Customer lists
- Vehicle history

sage



Pacific is used as your front office system for all day-to-day tasks, Sage becomes your back office system



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