

During the Covid pandemic, motorcycle dealerships have been forced to shut their showroom doors, due to national lockdowns and local restrictions. But bike trade software specialist Deep Blue Systems says it has been able to provide a unique level of support to dealers, with remote and contactless working, thanks to its new dealer management system Cloud DMS.

"Throughout enforced showroom closures, sales staff have been setting up at home with our Cloud DMS and selling motorcycles over the phone and online in record numbers," explains Deep Blue sales director Jeff Batchelor. "All the documentation and invoicing can be e-mailed from the DMS direct to customers, who have then been able to click and collect or have their purchases delivered."

"These remotely-working staff can have full dealer management functionality via a web browser on their computers, smart phones or tablets, which has been crucial for their ability to function. The same goes for dealers still operating their workshops and parts departments. Online service or MOT bookings, enquiries and parts sales could be made and processed via their websites."

According to Batchelor, Deep

Remote control business



Blue Systems' offering is the only true cloud-based dealer management system available in the motorcycle industry to date.

"It has been developed totally from the ground up over the past four years, to replace our Pacific DMS that originated in 1995," he points out. "Cloud DMS is hosted from a state-of-the-art data centre, with secure 2048-bit encrypted communication and automatic hourly backups. We've had a huge uptake in 2020 and so far in 2021, with both existing

clients upgrading and new dealers installing the system software."

Batchelor underlines the advantages of its cloud-based characteristics: "All the set-up is managed remotely, with training via team viewer support. And another huge plus is that there is no need for expensive networked server installations – especially beneficial for dealers who trade from multiple sites. Cloud DMS is fully functional on any web-enabled device anytime, anywhere."

HAYBALL MOTORCYCLES

"WHAT WE WERE USED TO AND what we have now, they are worlds apart. It's a fantastic tool which has improved no end," comments Denise Hayball.

"Having a cloud-based DMS has opened up our business completely. Being able to use the system on a tablet allows me to stock-take in real time rather than printing off reams of paper to update later.

The email and SMS facilities are fantastic for keeping the customer updated too.

"The postcode and VRM look-ups mean we have the most accurate data with the minimum of detail from the customer. Technicians can update work orders at their station, and it is immediately available for the service department to view and relay to the customer.

"On the odd occasion I'm not in the showroom and a staff member has an issue, I can log in on my phone and see what the issue is and either advise or fix directly. The purchasing section makes stock re-ordering really easy and nothing can be missed. I love that we have an administrator facility, and the staff have access only to what they need."

BMG SCOOTERS AND MOTORCYCLES

"WE HAVE BEEN USING THE new Cloud DMS for several months now and are absolutely delighted with it," says Bruce Milani Gallieni, managing director of the Richmond-based London dealership.

"The system is both intuitive and easy to use. Our staff required very little training to get to grips with it, which is testament to its design.

"Being cloud based, there is no longer a need to have a server network and all our data is automatically backed-up securely. The ability to contact customers directly from the system via email for booking reminders or invoicing is both simple and cost effective. I can't recommend the system enough. It has transformed our business and the support from the team at Deep Blue is second to none."

Bike It restructures

Bike It, founder and owner Martin Mansbridge has returned to a hands-on role at the Southampton-based wholesaler, having spent eight years away running other ventures.

Mansbridge is keen to re-establish Bike It in the domestic and international motorcycle markets and has already made fundamental changes to its operations by restructuring its management team.

His first new appointment is Dean Cooper, former field sales director for Oxford Products, who has been appointed as sales director. Cooper brings a wealth of experience

of running successful sales teams in the industry. His new position with Bike It signals a new vigour in the business and kick starts the next phase of the company's journey.

"I'm enjoying being back in the bike trade and looking forward to developing Martin's ideas," said Cooper. "I always remember Bike It as a 'sleeping giant,' so my job is to wake it up and get it going. The company and brands have real potential to grow. It has a much bigger range of products than any other supplier in the trade", he added.

Cooper can be contacted on 07498 902728; dean.cooper@bikeit.co.uk



A Covid-secure handshake seals the deal between new signing Dean Cooper (left) and Bike It owner Martin Mansbridge

ON THE MOVE

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Third generation for Bickers

Joshua McMartin has moved into the role of purchasing manager for Bickers, becoming the third generation of the McMartin family to achieve a management position.

After joining Bickers in September 2014 while obtaining a degree in business and marketing, McMartin has continued to develop professional relationships and understanding of the business, as well as improving his own existing

knowledge of the industry.

Derek McMartin, managing director, said "Joshua has proven himself as a great asset to the business in the years he has worked with us, and it is clear he will be a critical part of taking the company from strength to strength in his purchasing management position. We are all very excited to support him in the role and to embrace his ideas for the further development of the business' purchasing strategy."



Motohaus marketing boast

BRITTANY CUTHBERT has joined Motohaus powersports to manage activity across the distributor's portfolio of brands, which includes Keis heated clothing, SW-Motech accessories and S100 bike care products.

Brittany is an ex-FIM International Motocross competitor, as well as twice Africa Cup of Nations Champion and multiple South African Ladies Champion

in Motocross and Supermoto.

Armed with degree in media and marketing and experience in managing social media communities, collaborating with online influencers, and coordinating digital brand and marketing campaigns, Brittany will be perfectly placed to help Motohaus expand its reach to riders on social media.

www.motohaus.com



Harvard high-flyer joins Harley board

Harley-Davidson has recruited Edel O'Sullivan as its new chief commercial officer. She will replace existing CCO Larry Hund, who is to retire on 2 April.

O'Sullivan has extensive experience in omni-channel retail and durable goods, focusing on commercial excellence and organisational change, having served as a partner at management consultancy Bain & Company for the past five years of a her 14-year tenure there.

In this role, she led the development of major corporate transformations, including the strategic delivery of profitable growth initiatives across multiple industries, with an emphasis on retail, advanced manufacturing and OEMs.

Previously, she worked in

financial planning and analysis for a division of US consumer goods giant Procter & Gamble.

O'Sullivan holds a first degree in chemical engineering from the Universidad Simon Bolivar in Caracas, Venezuela, and has an MBA with distinction from Harvard Business School.

"Edel has an excellent track record that delivered strong financial and operational results," said Harley chairman and chief executive Jochen Zeitz. "She will bring new perspectives and capabilities to our leadership team."

Hund will work closely with O'Sullivan, who joins the company on 1 March, to ensure a consistent handover. He will also remain as chairman of the Harley-Davidson Financial Services board of directors.

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