

Ahead in the cloud

The birth of the Deep Blue Dealer Management System (DMS) goes back to a West London Suzuki and Piaggio dealership in 1995, where it started as a school project. According to one of the original creators, Jeff Batchelor, that's why to this day it remains dealer-friendly – it was created in a motorcycle dealership for motorcycle dealers as opposed to being adapted from an other area of retail

Deep Blue's cloud-based system is hosted at the Microsoft Data Centre and, at present, is the only one of its kind available. It uses the latest Microsoft Azure software, which allows it to be accessed by any device that can log in to the internet, including PC, Mac, tablet or smartphone. It really came into its own during lockdown, when users could carry on trading without having to be at the shop, which, as we now know, heralded the new way of working. Users can still carry on making money and running their businesses remotely.

Additionally, because CloudDMS is General Data Protection Regulation (GDPR) compliant,

security is paramount and other users of the system can only see what they're allowed to. Perhaps the most significant benefit to dealers, particularly the multiples, is the huge saving on IT infrastructure – there isn't any. Not having to ensure software version compatibility and all the other issues that cost time and money, it's the proverbial win-win option.

So, apart from saving money on initial installation costs, Deep Blue CloudDMS can help users generate more income by automatically updating pricing. Vehicle health-check sheets, which some manufacturers are insisting on now, can be produced at no extra cost, and these can also bring in more work.

Workshop templates standardise pricing and help up-sell. Hundreds of other dealers' stock can be checked to see if someone has a product they need on the shelf, which, with the state of supply chains and long-lead times, could help a dealer finish a job and get paid. The service history of a bike can be checked if it's been with a dealer on the same system and could present an up-selling opportunity. Or likewise, when buying a bike, could make sure the dealer doesn't overpay. Service and MOT reminders by text or email to the customer can also increase workshop turnover.

All the standard sectors of a DMS are covered

by Deep Blue, including sales invoicing, workshop scheduling, stock control, purchasing and accounting. All the data is securely backed up automatically, and many aspects of the system are updated overnight, so system maintenance is virtually a thing of the past. No more hour-long phone calls trying to explain what the system won't do because everyone is looking at the same thing at the same time, again saving time and money. →



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There are some downsides, however, according to Jeff Batchelor, dealer development manager at Deep Blue. "I've had dealers tell me that when they've gone on holiday with their partner, they get told off for looking at what's going on at work on their phones when they're poolside.

"Conversely, another customer who's just had a baby says that it's invaluable being able to check in to work when the baby's asleep,

DEALER VIEWS



HOW ADVANCED AND POWERFUL this system is. Yet it's laid out so simply it is easy for anyone to use and understand. Arguably the most advanced, all-in-one EPOS system on the market. One of the most important parts of running a successful vehicle dealership is the ease of finding any kind of record. And its simplicity itself to enter or find data when engaged in a customer transaction—quick and simple to enter or find customer detail and make a sale. Key points for us are:

- In-depth traceability of record history
- Ease of getting external data into and internal data out of the system via bulk files and automation
- Very advanced reports with the ability to easily extract data for external use
- Visually modern
- Constant updates and new features
- Compatible with major accounts packages
- Rapid technical support

James Fisher, sales operative, Moore Speed Racing, Dorset



"IT'S EASY TO TEACH NEW starters and easy to use. We find the workshop scheduler brilliant, and it makes managing our four technicians and workload a lot easier. It's the simple layout and

rather than having to make alternative arrangements so that she can drive into the office."

Batchelor says that it's the companies with multiple outlets that will experience the biggest savings with CloudDMS because they no longer need all the IT infrastructure in each store. It also means that management doesn't have to physically visit the different sites to get a picture of how the business is progressing. Perhaps most importantly, Deep

format for me, so much better than any other system we've seen."

Tim Robinson, sales and marketing director, 5-Ways Motorcycle Centre, Hull

CLOUDDMS FITS THE ONE employee—many roles mentality, as opposed to some inflexible DMSs that are designed for one job, one role. CloudDMS provides this flexibility via customisable restrictions, so it can be as open or closed as you want. Key points for us are:

- Available 24/7 (reliable)
- Available anywhere (cloud-based)
- Intuitive
- Feature rich

Jim Heal, aftersales manager, Global Moto Group



FOR ME AND MY BUSINESS, THE purchasing/stock part really helps me due to many items being on backorder. The system assists me in keeping track of products that customers are waiting for, allowing me to send what we have and to send the missing item when it does finally arrive.

Being able to choose whether you order just customers' backorder products or stock from our suppliers is a big help, especially in the winter and during these challenging times, meaning we don't overorder.

Also, being able to book in-stock orders using the file upload is a real benefit—sometimes we have 100 different items coming in on one shipment.

Nick Plumb, Adventure Bike Store, Swansea

Blue's system allows maximum staff flexibility and, therefore, more productivity.

Apart from dealerships, Deep Blue also works with motorcycle parts and distribution companies.

Deep Blue offers three different monthly rates depending on business size and includes a 30-day free trial and a cancel-anytime contract. ■

Deep Blue
deepbluesystems.com



WE HAVE BEEN USING DEEP Blue's system for a couple of months now. Compared to the old-school paper method we used previously, this cloud-based software is a dream. We can now access the system from anywhere to keep up to date with our sales and purchases and check our stock levels while on the go. Jeff has supported us throughout the whole process, and it was great that we could trial the software too. It has helped us in the growth of our business, and we recommend the system to anyone else in the industry.

Matt Williamson, Matt Williamson Motorcycles, Lancs

WE HAVE BEEN USING DEEP BLUE since 2021, and this is the first management system we have used. We were very green initially and needed a lot of support and assistance from Jeff. Our business model was not recognised or supported by any other management system out there, but Jeff has tailored the product to our industry and to meet the needs of our business. The support we have received has been second to none, and no problem was ever an issue. We like to think we are very professional in what we do, and it is nice to work with a company that has the same standards as us.

Amy Williamson, KAS Suspension, Essex



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