

CARBON

NEXT GENERATION DMS



Drive Your Dealership to the Pole Position

CARBON, the process-integrated IT solution from The Information Management Group (IMG), optimizes and supports all business and management processes for automotive retailers. At the push of a button, CARBON creates transparency for all the key performance indicators (KPIs) needed to manage your company. The solution is further advanced with IMG CarTrade specialists who deliver comprehensive consulting and support services – from defining your strategy to processes and system implementation.

The CARBON Advantages

- Process integration and system support for all dealer processes
- Multiple site and brand support
- Centralized vehicle, customer, and parts master data
- Management information on demand
- Sales and marketing planning
- Comprehensive and flexible, real-time reporting
- Multilevel cost and performance transparency
- Integration of manufacturer and dealer systems through predefined interfaces
- Scalability for additional users, brands, locations, new business areas
- Multilingual support



The automotive business is continually evolving and adapting to market pressures such as fluctuating fuel prices, increasing manufacturing costs, brand proliferation, globalization, and expanding customer segmentation. While multiple sales locations and dealerships attempt to meet consumers' diverse geographic needs and badge desires, sales profit margins are declining at most dealerships. The reason: revenue is no longer primarily earned from the sale of cars but instead through financing and services.

Service – a hidden revenue stream

Significant yet hidden potential resides in the service industry, which can form the basis for long-term customer loyalty. Companies that understand how to turn car buyers into long-term service customers can create relationships that will produce additional earnings. Long-term customer relationships are rooted in seamless support throughout the entire automotive customer

lifecycle, beginning with the new-car purchase through every maintenance stage and ending with subsequent new-car purchases.

New management tools are needed

Current processes, structures and IT systems, designed to support individual functions, can no longer keep pace with this dynamic market. Existing tools are incapable of supporting several brands or providing the flexibility needed for multiple sales and service locations. They also lack the ability to supply mission-critical information to company management. Furthermore, individual departments are not integrated with one another, preventing the generation of internal synergies. Due to obsolete technology, current systems are error prone, expensive to operate and maintain, impede growth, and restrict the implementation of business changes demanded by the market. This situation results in a lack of transparency that is absolutely essential for evaluating cost efficiency and market focus.

IMG has the right tools, methods, and expertise to set you and your dealership on the right course, regardless of where you are in the process and the challenges you face.

IMG Services for Dealer Management System (DMS)			
Implementation	<ul style="list-style-type: none"> Strategic implementation support Use of controlling variables and KPIs Incentive systems Balanced scorecard management 	<ul style="list-style-type: none"> Coaching and training Change management Management coaching Sparring partners Management systems 	<ul style="list-style-type: none"> Hardware and software implementation Template adaptation Operational support Training System maintenance IT optimization
Investment	<ul style="list-style-type: none"> Program planning & execution Consolidation and prioritization of actions 	<ul style="list-style-type: none"> Prioritization aimed at market-oriented process organization KPI and controlling variable selection 	<ul style="list-style-type: none"> Cost/benefit calculation for DMS decision options Recommended selections with cost of ownership analysis
Location	<ul style="list-style-type: none"> Strategy dossier and analysis of actions based on balanced scorecard checks 	<ul style="list-style-type: none"> Analysis of quality and performance potentials for processes and structures through benchmarking with the Car Dealership Reference Model 	<ul style="list-style-type: none"> Analysis of IT and DMS landscape for determining potential cost/benefit and technology status
	Strategies	Processes	Systems





CARBON is more than just SAP Dealer Business Management – IMG has the practical experience combined with the manufacturer and industry expertise to ensure that your individual DMS project with CARBON will deliver top-line revenue growth and bottom-line cost management.

Process support from the interface to the customer

Car dealership management requires professional and flexible tools for organization and information. What's needed is a platform that provides independence and drives innovation. Moreover, this platform must be able to integrate customer-related processes and enable comprehensive professional support during the entire customer-loyalty lifecycle. CARBON – Next Generation DMS – provides a solution that is precisely tailored to meet the needs of professional car dealerships and service companies. CARBON builds on the SAP® Dealer Business Management (DBM) solution and is based on proven process models. Designed by IMG's CarTrade experts, CARBON can help companies, regardless of size, discover and develop new revenue streams through improved quality and service.

Management information on demand

CARBON simplifies and supports the entire process network within a car dealership, including multiple brands or locations. The integrated and process-centric use of CARBON can release enormous synergistic potential as management information is centralized and made available to every employee as required. Redundant and inconsistent data are a thing of the past. CARBON even provides integrated financial management controls for more efficient support.

With its comprehensive reporting and analysis functions, CARBON provides KPIs at the push of a button. This keeps company management up to date at all times on the dealership's current financial situation.

Integrating relationships among customers, dealers, and manufacturers

CARBON addresses the entire automotive value chain, and is not restricted to processes within an individual dealership. Industry-standard SAP and the solution's flexible interfaces permit both smooth forward integration with customer systems as well as easy backward integration with automotive manufacturer systems. CARBON's comprehensive scope is complemented by extremely user-friendly and intuitive functionality. Its multilingual capability is used from a standard Internet browser and can be expanded to accommodate more users, brands, locations, and new business opportunities.

Car Dealership Quick-Scan streamlines decision making

IMG offers the Car Dealership Quick-Scan as a proven tool to help you evaluate actions, changes, and costs related to potential investments. It quickly records the current situation and prepares a specific list of the actions needed for any planned investments. Simultaneously, IMG consultants ensure that all strategies and concepts are strictly focused on your markets and customers, and that implementation is feasible and affordable for your company.

IMG – Your CarTrade partner

Implementing new processes and IT systems is always accompanied by risks. The process demands proven and professional planning and support, which will help identify and address organizational and technical issues and ensure user adoption of early-stage solutions. IMG consultants are your personal business architects and implementation partners providing innovative ideas and expert support from the initial concept through successful realization.

Using an integrated approach, the IMG CarTrade practice has developed lean and cost-effective procedures to conserve time and resources. This means that you quickly see results. Flexible and responsive, IMG consultants deliver practical support and always keep a close eye on your business needs and bottom line. They bring to the table the necessary technical, methodological, and organizational know-how as well as deep domain expertise in automotive, retail, and sales operations to guarantee project continuity and quality.

Drawing upon successful project experiences, IMG understands the automotive landscape. Our highly-qualified consultants are ready to put CARBON to work at your dealership and drive you to the pole position.

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