

It's your turn to drive.



Dealer Management System for Microsoft Dynamics™ AX

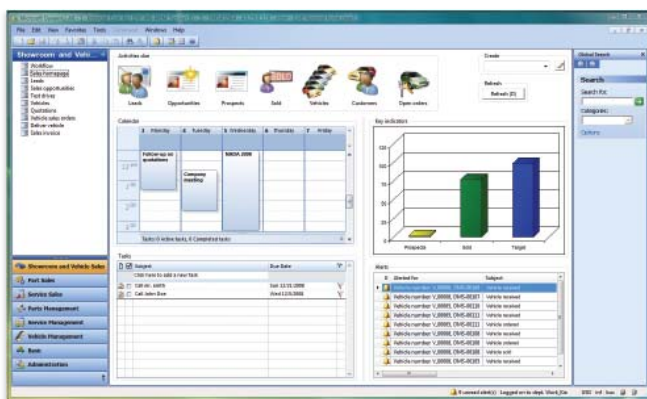
Dealer Management System for Microsoft Dynamics™ AX places dealers in the driver's seat

Dealer Management System for Microsoft Dynamics™ AX (MSDMS) is the next step forward for dealers who have outgrown their traditional DMS and want a flexible platform to support their innovation. MSDMS is developed as an embedded solution in the world's most flexible ERP and accounting software platform: Microsoft Dynamics™ AX. Microsoft is developing MSDMS in a strategic alliance with, Infonizer, which employs a group of the same team members who originally developed Microsoft Dynamics™ AX. The unique and agile partnership between Microsoft and Infonizer has made MSDMS an ongoing innovation, creating a platform that fits for now and for the future.

Hit the ground running

The graphical user interface is the environment you are familiar with and comfortable using. Because MSDMS employs standard Microsoft technology at its core, you probably already own some of these applications, giving you more mileage out of your software investment. With a flat learning curve for your personnel, your dealership operations won't miss a beat once MSDMS is installed.

Features such as role-based home pages, business intelligence, and dashboards for performance management give your People the tools they need to sell more vehicles and service more customers, while integration across Microsoft products like Microsoft® Office, Office Outlook® and mobile functionality enhance their productivity.



MSDMS example Sales Home Page with integrated Microsoft Office® elements

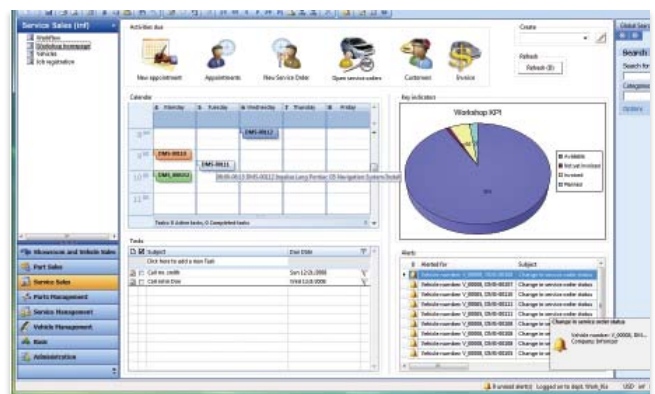
Manage your business the way you want

Technology plays a large part in new business models. Better global connectivity—made possible through new telecommunications technology, IT infrastructure, and open standards—is behind many new forms of collaboration. Often, the business model must adapt to the technology. Not so with MSDMS. The platform allows for flexibility in your business. You are the expert in your dealership, so manage your business the way you want to, and MSDMS will support your processes.

With MSDMS, you have access to the data you need to make meaningful decisions. Because MSDMS is role-based, you will optimize your People, not just your programs. Role-specific home pages and dashboards provide continuous visibility of dealer operations by context – site, customer, or salesperson, so you can look at your business from any angle. Because MSDMS is also process-based, you will be able to roll out standardized processes proven to work for your dealerships; aligning sales, service, and business management to fit your specific needs.

You know your business best, and the configuration and customization model within MSDMS affords you the ability to implement your ideas quickly and to reduce the complexity for each process. Eliminating unnecessary steps and reducing the time needed to complete all common transactions places the focus of your People back on your customers.

Your top-level managers have simplified access to critical business information wherever and whenever they need it. You can control permissions to enhance decision-making capabilities where they are closest to the customer. The open platform of MSDMS, coupled with the flexibility to use off-the-shelf tools to make business decisions makes it adaptable and easy to use according to your preferences, your processes, and the partners you want to engage.



MSDMS example Service Home Page with integrated Microsoft Office® elements

Connect your dealers, customers, and their vehicles

Becoming customer-centric has never been more critical— nor more attainable. How well your employees know your customers and work with each other to give them a rewarding experience will determine your success. Enriching your customer experience generates more loyalty, retention, and demand, while helping your dealership or dealer group better manage costs and improve your products and services.

Customers expect highly personalized and focused attention. They expect everyone in your company to know their history with your organization. They want a rapid response to requests and expert advice on the specific vehicle or service to meet their needs. This evolution of expectations introduces new challenges for vehicle retailers and requires reevaluation of customer management and interactions. The integrated CRM and extensive history management within MSDMS allows for the continuity of customer relationships across the lifecycle of vehicle ownership, enabling you to provide truly personalized customer service. This improved customer visibility helps you develop long-term, value-based customer relationships, which increases both your customer satisfaction and revenue.



Integrated communications technology makes it easy for your dealers, manufacturers, suppliers, and customers to stay connected. MSDMS manages their communications across multiple channels, applications, and devices—anytime, anywhere. For example, your customers can have interactive service with your service department via email or text messaging. They will have the option to receive alerts such as those available with airline flight status, so they can have the freedom and comfort of knowing their vehicle is being cared for, even while they are back at work. Within your service department, you can use large monitors capable of displaying vehicle status with information about progress throughout the shop for customers who wait during shorter service appointments.

Access to correct customer data - regardless of physical location - is a top priority for any sales or service organization. MSDMS streamlines access to critical customer information for all customer-facing personnel by making it available through every part of your business. Your extensive, accurate customer history ensures that your service advisor will have the relevant information to quickly

complete a repair order, understand previous service requests, and better resolve concerns and recommend new solutions. Your sales consultants will be able to provide personalized contact to maintain their relationships. Role-based access means that relevant customer data is readily available so that salespeople can spend more time closing deals and less time filling out paperwork, giving them more time to provide the extra special attention that is the hallmark of superior customer service.

Using the latest Microsoft vehicle applications, your customers can opt-in to contact you through their vehicle's communication system and mobile devices. You will be able to save your customers time and hassle by reading fault codes remotely and recommending services prior to the customer's visit. This enables more accurate maintenance or repair scheduling in the service bay, with fewer surprises to disappoint your customers. They will know what to expect with regards to time and expense, and you'll be able to build a level of confidence with your customers that will have them returning to your dealership by choice rather than necessity.

Standardize and optimize processes

Facing new compliance and regulatory requirements, companies are more concerned than ever about process and data control and standards. MSDMS is designed to be completely auditable, so that your controls can be monitored and reported. The architecture of MSDMS supports digital rights management (DRM) within any business process. For example, you can manage your ads and coupons to control who has approvals to offer specials or discounts and when. Further, while extensive external system integration is supported, those integrations are fully secure and auditable.

Integrate with the partners you have grown to trust

There's no need to reinvent the wheel — moving to MSDMS doesn't mean that you have to give up your favorite tools. Our partners are leaders in the automotive retail market with a history of openness and integration. Through a centralized, industry-standard database and open interfaces, your data can be entered once and available throughout your organization as well as integrated with third-party applications. Not limited to DMS, Microsoft's automotive retail solutions initiative includes key leaders in the industry.

These partnerships are evolving the global market by supporting innovation in automotive retail, driving efficiency and profitability in the changing automotive landscape.

People Ready for today and for tomorrow

MSDMS is designed for the new breed of hardware and software. MSDMS runs on standard servers using Microsoft SQL Server, Microsoft Dynamics AX, Microsoft Exchange Server on Microsoft Windows Servers. The usage of standard and familiar Microsoft server products provides a cost effective MSDMS operations model and the ability for the automotive dealer to manage their own hardware and software, should they choose. Alternatively, the thousands of Microsoft partners having specialized in server products can manage the IT infrastructure, either as self-hosted or hosted installations.

Innovation no longer applies only to products and services; the business process and model are themselves candidates for change and improvement. A business model driven by innovation reduces costs and enables strategic flexibility. Furthermore, an innovative business model enables you to specialize and move more quickly to capitalize on emerging market opportunities.

Businesses do not garner insights or make decisions. It is not corporations that close deals and develop new products. People do. Automotive companies excel when they empower their people. By giving your people the right tools, information, and opportunities, you can become poised for success as a "people_ready business." Software in a people-ready business enables your people to harness information, turn data into insight, transform ideas into action, and convert change into opportunity.

About Infonizer – Innovating Automotive Retail

INFONIZER is a Gold Certified Microsoft Dynamics AX Independent Software Vendor (ISV). The company develops and distributes software tailored to the needs of automotive retail (automotive dealers and services). The main product, Dealer Management System for Microsoft Dynamics AX, is sold through select partners worldwide as an embedded software solution and is Certified for Microsoft Dynamics AX. The company is owned by the Nellemann Group (Denmark), which has more than 100 years of automotive industry expertise and over a decade of software development expertise in automotive retail and wholesale industry.

Infonizer is innovating automotive retail through advanced software solutions, targeting automotive dealers and services that recognize the strategic importance of enabling their business to rapidly adapt to changes in the business environment and changes in customer demands.

Company Vision

Infonizer's vision is to be the worldwide leading developer (ISV) of a global Dealer Management System (DMS) based on the Microsoft Dynamics AX ERP platform and related Microsoft technologies.

Company Mission

Infonizer's mission is to develop a DMS platform product which is easy to use, is rich in features and functionality, is suitable for automotive dealers worldwide, and that can be extended by strategic partners to fit each region's and customer's exact requirements for end-to-end business processing, as well as OEM/DCS and 3rd party software integrations.

Company Strategy

Infonizer develops its product as embedded code in the layered architecture of Microsoft Dynamics AX at the highest possible level of engineering workmanship, and distributes its products through select strategic partners in select geographies (ultimately worldwide). Infonizer supports customers through its partners (2nd level support).

INFONIZER

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