



Turning Data into Opportunity

DIGITAL MOTORWORKS

InfoIQ™ Vehicle Command

Your Vehicle Inventory Marketing Engine.

DMi's InfoIQ Vehicle Command is a new, state-of-art approach to inventory processing; a comprehensive turn-key solution that provides a user-friendly, secure, streamlined interface to manage vehicle descriptions, prices, digital images, buyer's guides, window stickers, and customized vehicle brochures, all at a reasonable cost. InfoIQ Vehicle Command reduces the time and effort spent processing inventory, while providing high tech marketing tools.

For end-to-end vehicle inventory processing, InfoIQ Vehicle Command features:

→ Dealer Portal

The Dealer Portal is an intuitive online interface that combines tools allowing dealers to view, correct, and enhance their vehicle inventory data as well as upload and view images. DMi extracts inventory data on a daily basis from a full range of Dealer Management Systems (DMS), insuring that sold vehicles are promptly removed from inventory. DMi's industry-leading data cleansing standardizes and validates the data for the highest possible accuracy. Dealers may establish custom business rules and distribute data to any third party using either DMi's standard format or a custom third party certified solution. In addition, all data and images retrieved from the DMS or third parties are archived on the DMi server, making Vehicle Command a historical repository for a dealership's essential data.

→ Online or On-the-Lot Vehicle Management with the Vehicle Porter Handheld Device

InfoIQ Vehicle Command is a single access point for dealers to update vehicle descriptions, prices, and equipment, as well as print window stickers and FTC-compliant buyer's guides – online or off. Inventory can be managed using any Internet-connected computer, or by walking the lot and managing the data offline using DMi's Vehicle Porter handheld device. Add new vehicles, remove sold vehicles, or add images using the optional camera, pre-configured to work seamlessly with Vehicle Porter.

→ Streamlined Marketing

InfoIQ Vehicle Command makes it faster and easier to distribute a dealer's inventory information by providing a single, integrated source for dealer websites, automotive web portals, CRM programs, search engines, ad agencies, and publishers.

→ Customized Sales Tool

DMi's Vehicle Command is also a cutting edge sales tool. Salespeople can generate custom vehicle brochures for individual shoppers with window sticker data, up to three vehicle images, salesperson name and contact information, and dealership hours of operation. This high tech sales tool can be accessed from any Internet-connected computer in the dealership.

InfoIQ Vehicle Command features:

- OEM Quality Window Stickers
- FTC-compliant Buyer's Guides
- Inventory Search Plug-In
- Powerful VIN Explosion
- Customized Vehicle Brochures
- Image Management System



DIGITAL MOTORWORKS
InfoIQ Solutions

For more information how InfoIQ can revolutionize your business, contact DMi Sales:

512-349-9360

www.digitalmotorworks.com



About DMi

About the Company

DMi (Digital Motorworks), an independent subsidiary of ADP Dealer Services Group, has been providing information management solutions to the automotive industry since 1995.

Our InfolQ Solutions – offered through an application service provider (ASP) model - collect and transform automotive industry data designed expressly to increase the sale of new and used vehicles, service and parts, and finance and insurance.

If initiatives in these areas are in your plans, contact DMi. We are uniquely positioned to deliver the data that drives your business.

HEADQUARTERS

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The DMi Difference

Data Integrity

DMi consistently provides accurate, comprehensive, timely and “transactable” Data. InfolQ:

- Integrates all data types from all types of dealer and corporate management systems.
- Includes rigorous data processing, cleansing, and quality assurance procedures.
- Applies your business logic when integrating data.

Automotive Insight

Automotive and information management expertise enables DMi to anticipate and address the technical challenges automotive businesses face. DMi

- Counts the world’s top automotive manufacturers (OEMs) as clients.
- Serves the industry’s leading portals and major dealer groups.
- Collects data on a regular basis from over 22,000 dealerships (operating over 46,000 franchises) — or 80% of U.S. and Canadian dealerships — the leading dealer groups and top automotive e-dealers.
- Possesses over 10 years of real-world experience in the auto industry.

ASP Infrastructure

The InfolQ service is hosted and managed by DMi. This application service provider (ASP) infrastructure provides clients with such benefits as:

- No capital investment in hardware or software.
- Rapid implementation of new initiatives.
- Remote development, support and system maintenance.
- Highest levels of security, scalability and reliability.