



Turning Data into Opportunity

DIGITAL MOTORWORKS

InfoIQ™ Vehicle Sales Journal Data Solution

Drive the Bottom Line.

Vehicle pricing and incentives have a direct effect on your bottom line, requiring the most data available to support you in making the best decisions in a competitive marketplace. DMI's InfoIQ Vehicle Sales Journal Data Solution provides accounting data from the dealer's bottom line, directly from the dealer general ledger. Reconciled with Sales and Finance Department data by dealership accounting, this is the complete data concerning vehicle costs and profit.

To provide data to facilitate programs such as inventory optimization, incentives, and wholesale pricing, the InfoIQ Vehicle Sales Journal Data solution gathers information across dealer accounting systems. DMI extracts the data from multiple cost accounts, tailored to the dealer's accounting methods, and maps it to produce a consistent result. This provides you with apples-to-apples figures for your crucial market analysis.

→ Transaction information

A unique identifier, often the deal number, and the date the dealer posted the sale. In addition, each transaction could include the vehicle Stock Number and VIN, cleansed by DMI's market-leading data validation.

→ Financial Data

Mapped to specific cost accounts, it includes fields for Cost, Sale Amount, Trade-In Over allowance, Reconditioning Costs, and Gross Profit.

Complementing DMI's InfoIQ Vehicle Sales Journal Data Solution is **InfoIQ Vehicle Sales Data Solution**, providing detailed information regarding the vehicle that was sold.



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.

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.

HEADQUARTERS

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