



# InfoIQ™ Vehicle Service Data Solution

## Steer customers to your Service Department.

The InfoIQ Vehicle Service Data Solution is specifically designed to facilitate programs such as Maintenance Reminders, Customer Satisfaction Surveys, Personalized Service Home Pages, Marketing Programs, and Performance Analysis. DMI understands that a busy, efficiently-run service department is the backbone of dealership profitability. DMI's Vehicle Service Data Solution puts the data to work for you, enabling you to tailor marketing and follow-up messages to individual customers, improving response rates and customer loyalty.

InfoIQ Vehicle Service Data Solution provides three primary categories of information regarding the vehicle service transaction:

### → Vehicle Serviced

The most accurate data facilitates the most targeted marketing and CRM. The DMI solution provides the most robust information about service vehicles including VIN, Make, Model, Year, Mileage, and other critical data.

### → Operation Detail

Included are price and cost information associated with each operation, such as pay type, technician and sublet information, and the parts sold with each operation, as well as labor hours, customer and technician comments, and service advisor information. Uniquely available from DMI is the ability to standardize the operation performed into a single comprehensive list of service operation categories with the optional DataCat tool (see side bar).

### → Customer Information

The InfoIQ Vehicle Service Data Solution includes accurate, detailed customer contact and address information, payment methods, service contract information, and "Do Not Contact" flags.

### Part Number Standardization

Uniquely available from DMI is the ability to standardize parts numbers to any manufacturer parts list. This results in consistent, clean data that can be analyzed regardless of dealer-specific coding or Dealer Management System (DMS) type.

### Vehicle Service Viewer

The Viewer is an optional component that allows users to view the most recently extracted and cleansed data. It provides an intuitive, user-friendly interface that facilitates the set-up process and enhances user confidence in the data with easy identification of exceptions to export rules, customized to your requirements.

### Data Categorization (DataCat) Tool

The optional DataCat tool carefully analyzes each operation description and identifies an appropriate, pre-defined service category. This unique, market-leading technology is suitable for vehicle history reports, service history reports, service history websites, and CRM programs, such as customer satisfaction surveys.



DIGITAL MOTORWORKS  
InfoIQ Solutions

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

**512-349-9360**

[www.digitalmotorworks.com](http://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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#### ADDITIONAL OFFICES

Detroit, MI  
Melbourne, Australia

## 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.