

Quick
Facts

incadea.myengine
dealer management solution



Designed to help you grow

The automotive retail industry is undergoing substantial changes worldwide. Businesses in the automotive retail landscape are increasingly faced with the challenge of improving efficiency, reducing costs, and responding rapidly and successfully to a changing industry and evolving customer. New internet technologies, social media and mobile usage is driving car manufacturers to introduce new customer experiences, and transform their automotive retail business from the standard operational outlets to an innovative sales network. Reacting strategically to shifting demands, will provide modern automotive retail businesses a competitive advantage.

incadea.myengine is the next generation global dealer management solution, designed to enable car dealerships to achieve high performance. The solution is based on Microsoft Dynamics NAV 2013 and incorporates innovative features and capabilities to help you gain control of your business, increase your profit margins, and drive growth.

Leading automotive retailers choose incadea to achieve high performance



Drive results in every area of your dealership business



Optimize key processes and increase transparency across all dealership functions



Maximize employee utilization



Improve employee performance and efficiency

One Fully Integrated Solution that can enable you to:



Improve service performance and customer satisfaction



Understand your customers better and easily manage key CRM processes



Control your sales process and maximize the value of every lead



Make informed decisions with up-to-date information

The Next Generation DMS at a glance

- One fully integrated solution. Extensive and customizable to meet your dealership's needs
- Powered by Microsoft Dynamics NAV 2013 with new cutting edge functionalities and familiar visual user interface
- Customized work world experience through the role-tailored clients | Windows and future Web client |
- One workplace for each dealership associate:
Twenty-two unique and preconfigured automotive roles available
- Supports complex scenarios for multi-currency, multi-branch, multi-language, different makes, etc.
- Automation and optimization features available, which increase productivity and collaboration | barcodes, notifications, etc. |
- Central hub for all your customer information | incl. sales, aftersales, marketing and customer service | through the relationship management tool
- Advanced analytics and reporting tools help you monitor and analyze real time KPIs and data
- Enables you to manage key areas of your dealership on the go via incadea mobile apps
- Cloud enabled. No additional hardware investments

Fully integrated, intuitive solution
to help you grow your business





One integrated Solution. Allowing you to focus on innovation

Built on the world class Microsoft Dynamics NAV 2013 platform, which leverages the standard features of Microsoft's technology while adding extensive additional features specifically designed to support the Dealer business. Our solution incorporates insights and know how gained from more than 80,000 incadea DMS end users, across more than 3,000 dealerships sites, and 90 geographical markets.

Our solution provides a fully integrated approach for successful dealership management, with all dealership functions and processes built into a single and innovative DMS solution. The solution draws from years of experience and knowledge of best practices gained from working with leading companies in the automotive industry. Every dealership process that can help you embed innovation, whether common or complex, is part of the new incadea.myengine.



Customized work world experience. Ensuring team success through personal efficiency

incadea.myengine is designed to enable dealership employees' to focus on their tasks by tailoring their DMS work experience to the needs of their role. The revolutionary Role Tailored Client (Windows or Web based) | RTC | creates a customized role-based experience, displaying specific tasks, data, integrated information, and other applications – all relevant to the user and the specific role they fulfill in the dealership.

Users are able to handle their daily tasks in an optimal way. Our solution features more than 20 automotive dealership roles across the Service, Parts, Vehicles, Customer Relationship, Finance and Controlling, Human Resources and IT departments.



Driving collaboration and productivity. Suitable to any dealership

incadea.myengine includes a set of features that successfully support complex dealership scenarios, as well as end-user tools, which drive collaboration and productivity. Capabilities for multi-currency, multi-branch, etc. support all kinds of dealerships or dealership networks across different regions and makes, with diverse languages and currencies.

Barcode support for service clocking and parts management, unified search and notifications are only a few of the automation and optimization features aiming to increase productivity and collaboration in the workplace.



Turning Data into Successful Decisions. The intelligent dealership

Making the right decisions requires the right information. The solution incorporates an advanced set of analytics and reporting tools in order to help you monitor and analyze real time KPIs and business data.

Create and access an extensive set of reports, dashboards, graphs and charts, which offer the information you need to improve daily and future operations.



Become Customer Centric from A-Z.

Develop and retain profitable customer relationships by creating differentiated, customer-centric experiences across the entire dealership, from sales to service to finance. The solution helps you provide a consistent and personalized customer experience across-departments, which builds loyalty and ultimately increases revenue.

The heart of incadea.myengine encompasses relationship management – an integrated CRM tool designed to successfully manage the business processes that increases customer satisfaction and improves sales performance. Lead Management (Sales and Aftersales), Case Management, Contact Management, Campaigns and Segmentation are just a few of the features that will support your customer communication strategy.



Your Dealership on the go. incadea mobile apps

Engaging leads, enhancing customer experience, and simplifying multiple dealership processes are just a few of the benefits of adding the incadea.mysales mobile app to your dealership.

incadea.myengine offers seamless integration with and between incadea mobile apps | **incadea.mysales** and **incadea.myservice** |, allowing you to revolutionize the way you interact with your customers. Important sales and service activities at your dealership can be processed anytime and anywhere via your mobile device.

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