

Rev up dealer profitability with DBI.

Competition in the automotive industry is now fiercer than ever. Which is why it is absolutely crucial that dealers, as well as corporate and field staff, have immediate access to intelligence that can measure financial performance and identify opportunities for improvement. Traditional management tools will no longer make the cut.

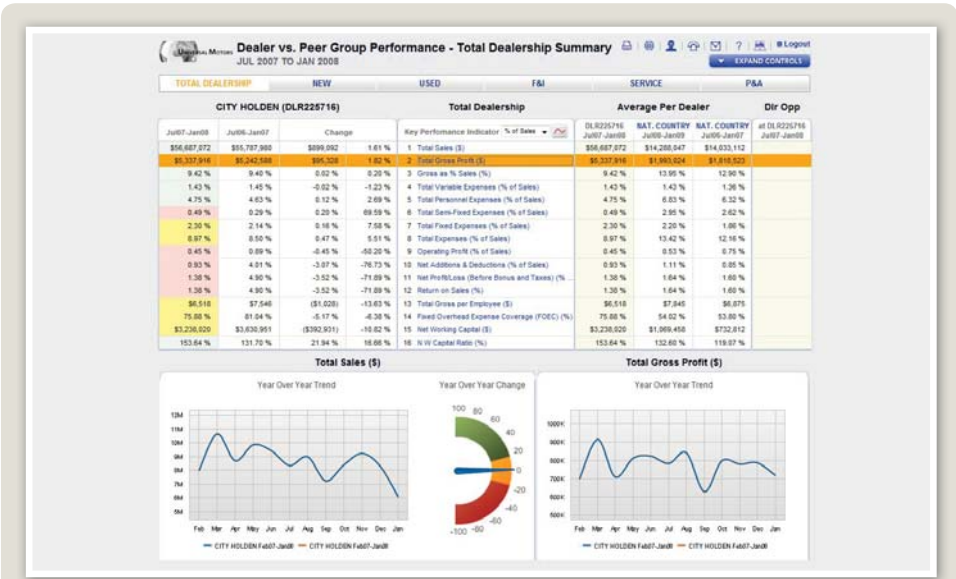
Dealer Business Intelligence (DBI), our web-based, interactive, analytical tool, challenges the philosophy of traditional business management reporting. In fact, DBI is much more than just financial reporting, it is a truly integrated system that fuels users with the financial reporting, analysis and forecasting tools required to make critical business decisions. And finish ahead of the competition.

DBI IS A CENTRAL MANAGEMENT PORTAL THAT KEEPS YOU IN THE DRIVER'S SEAT:

- Compare dealer profit drivers against relevant composites on the fly
- Measure dealer performance over time against benchmarks
- Develop dealer performance targets, then track and manage against the annual budget
- Focus field users on their regions or districts through role-based security

DBI DELIVERS A HOST OF ADDITIONAL ADVANTAGES:

- Tool tips to instantly clarify KPI definitions and impart best practice guidelines
- A budget forecasting tool to track actual and forecast performance via department-specific KPI dashboards
- Flexible reporting periods and on the fly calculation of corresponding composite groups



The DBI interactive dashboard is an intuitive, easy-to-use interface that allows you to make performance comparisons quickly using real-time data. The trend charts and year-over-year gauges allow users to quickly visualize dealership performance.

Boost business performance and improve dealer profitability with DBI.

See what's ahead with DBI.

Loaded with high performance features

Real-time Analysis

A web-based solution, DBI allows users to submit data and produce multiple standard reports immediately. Unlike traditional business management solutions that require waiting for all dealers to submit, DBI eliminates lag and makes data more relevant and actionable.

Interactive Dashboard

The interactive dashboard takes dynamic criteria and displays it in a way that users can quickly understand and identify key issues. Users can select and group KPIs by department and reconfigure them as priorities change. For each KPI, the dashboard displays

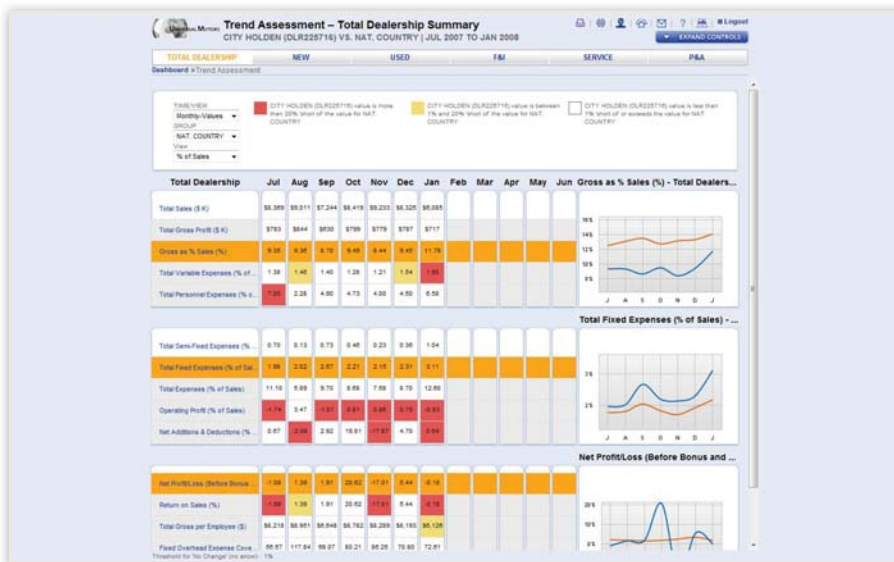
current and historical performance, as well as comparisons to three user-defined composites and/or benchmarks to calculate analyzed profit opportunity.

Dynamic Planning and Forecasting

The Dynamic Planning and Forecasting Tool allows dealers to set their budgets and targets while tracking performance against KPIs over time.

Custom Report Generation

As business needs change, users require the flexibility to create custom reports. The built-in Ad Hoc Query tool allows users to create custom queries directly from the database using any data from the financial statement.



Deep Analysis

From the dashboard level, users can drill down to uncover trends and determine the root causes of problems at the individual KPI level. Users can see trending per month or year-to-date. Additionally, the manufacturer has access to the geographical feature enabling them to monitor KPIs on a geographic or dealer level.

CLIENT TESTIMONIAL

"Dealer Business Intelligence has allowed our dealership to achieve a much clearer understanding of new areas of opportunity and growth. Its capable set-up has completely changed the way we do business. My traditional, 'go-to' yellow legal pad is out the door, and in its place is an efficient, easy-to-use process, that has allowed us to better utilize our time and see aspects of our business more accurately."

Bobby Billargeon, Dealer Principal, DFW Audi and Fort Worth Audi

FOCUSED

- Intuitive interface
- Visually rich information with color-coded charts and gauges
- Instant KPI definitions, calculations and best practice advice
- Web-based platform with no locally-installed software

FLEXIBLE

- Branded with your corporate identity
- Open corporate portal integration including single sign-on and delegated security
- Select KPIs and composite groups based on your needs
- Global support with multi-currency and multilingual capabilities

PROVEN

- DMS-compliant without additional development or integration work
- Customer service suite including help desk, training and online support

FAST

- Composites generated in real time
- Results and impact display immediately as individual dealers enter data
- Choose from a large portfolio of standard report templates, all utilizing live data

Contact a Representative

Greg Schocke

Global Practice Director

geschocke@urbanscience.com

+ 1 313 568 4419



URBAN SCIENCE