

= Reynolds and Reynolds =

The Reynolds and Reynolds Company is a private corporation based in Dayton , Ohio . Its primary business is providing business forms , management software and professional services to car dealerships . Its software is used to manage sales logistics at dealerships . It also produces forms used in medicine and insurance .

Reynolds and Reynolds was founded in 1866 as a printer of standardized business forms . It began developing and marketing digital products in the 1960s . This was followed by a major downsizing of the printing division and subsequent advancements in its software products . By the 1980s , Reynolds and Reynolds had won contracts with all of the Big Three automotive manufacturers , as well as some insurance businesses . The company went public in 1961 , but was reformed as a private company in 2006 , when it was merged with Universal Computer Systems , resulting in a culture clash between the two companies .

= = History = =

= = = Early history = = =

Reynolds and Reynolds was founded by Lucius Reynolds and his brother Ira in law , James Gardner , in June 1866 in Dayton , Ohio . It was a small printing shop founded with \$ 500 in capital and originally named Reynolds and Gardner . It made standardized business documents using carbon copy paper . A year after Reynolds was founded , James sold his interest in the company to co-founder Lucius ' father , Ira Reynolds , and the company was renamed to its current namesake , Reynolds and Reynolds . Co-owners Ira and Lucius died in 1880 and 1913 respectively . The youngest of the Reynolds family , Edwin Stanton Reynolds , took over .

In 1927 , Reynolds and Reynolds won a contract to provide all of the business forms for Chevrolet dealerships . The company opened new offices throughout the U.S. in the 1930s , and had 19 sales offices by the end of the decade . A controlling interest in the company was acquired in 1939 by Senior Richard Hallam Grant , ending the Reynolds family ownership . He became the company 's president in 1941 . A new printing facility was built in Celina , Ohio , and another in 1953 in Dallas , Texas , in addition to the one built in Los Angeles in 1928 . Reynolds became a public company in 1961 . In the 1960s , Reynolds opened new printing facilities in North Hollywood , Los Angeles , New Jersey and Canada . In 1963 , Reynolds expanded into Canada through the acquisition of the automotive business unit of Windsor Office Supply , forming Reynolds and Reynolds (Canada) Ltd . By the end of the decade it had about \$ 50 million in revenues .

= = = Establishment of software business = = =

Reynolds and Reynolds first entered into the electronic accounting market with the acquisition of a Boston based accounting software developer in 1960 . The software division was doing well in the 1970s , but its products were out of date by the 1980s . At the time , data could not be shared between departments and only one user was allowed on the system at a time . Each computer came at a cost of more than \$ 100 ,000 . Even as the computer division grew , the company 's overall business revenue declined due to paper business forms becoming obsolete . In 1986 , the company acquired Arnold Corporation , which increased Reynolds ' revenues 50 percent and expanded its market presence to other industries besides car dealerships . The head of the computers division , David Holmes , was appointed CEO in 1989 . He led the company 's first large scale lay off in the printing division , cutting headcount and manufacturing space in half . The employees resisted the changes he incorporated . According to Forbes , this move was necessary and led to increases in profit and revenues .

After Holmes retired , he was replaced by former IBM executive Lloyd G. " Buzz " Waterhouse , who created an eBusiness department to focus on internet technologies . In 2000 , Reynolds also

acquired the HAC Group , a learning , customer relationship management and web services company for retailers and manufacturers . The following year CarsDirect.com and Reynolds and Reynolds introduced a car shopping website called CarsDirect Connect . In November 2002 , it acquired Networkcar Inc . (now Verizon Networkfleet) and further developed its telematics device , CARReader . This product communicates a car 's mechanical status to a dealer . Reynolds sold Networkcar to Hughes Telematics for \$ 17 @. @ 7 million in 2006 .

= = = Acquisitions and growth = = =

In the 1980s , Reynolds and Reynolds signed agreements with the rest of the Big Three automotive manufacturers , several major insurers , General Electric and others . In 1986 the company acquired National Medical Computer Services and a business forms company called Arnold Corporation . By the end of that year , Reynolds had more than \$ 200 million in annual revenue , 42 percent of which came from business forms . Reynolds acquired several smaller technology companies in the 1990s and further developed its software products . Reynolds and Reynolds acquired PD Medical Systems in 1994 , forming Reynolds Healthcare Systems . Reynolds Healthcare Systems in turn later acquired a business document company , Fiscal Information , which serves radiologists . From 1994 to 1996 , David Holmes led the acquisition of several other business forms and computer businesses outside the automotive industry for a total of \$ 155 million . By 2000 , Reynolds and Reynolds had revenues of \$ 800 million and more than one @-@ third of its users were General Motors dealerships . It sold the Information Solutions Group (ISG) , which primarily sold business forms and supplies to non @-@ automotive companies , that year to the Carlyle Group for \$ 360 million .

On August 8 , 2006 , Reynolds and Reynolds announced it was becoming a private company through a \$ 2 @. @ 8 billion acquisition by Houston @-@ based Universal Computer Systems (UCS) . The combined organization had a 40 percent market @-@ share in the dealer management systems sector . According to Automotive News , there was a " major culture clash " between the two companies . For example , the new CEO would not hire smokers and required annual physicals to maintain health insurance .

= = = Recent history = = =

After the merger with UCS , Bob Brockman became CEO of the combined entity . He introduced more discipline to the company 's software development , resulting in more modern software products and a greater breadth of features . However , over time Reynolds would lose clients as it became more stern on pricing and long @-@ term contracts .

A series of legal disputes between Reynolds and General Motors (GM) began in 2007 . Through a GM program called the Integrated Dealership Management System (GMIDMS) , Reynolds provided software to GM dealerships through GM . When Reynolds would not make changes to its software requested by GM , GM alleged it was a breach of contract . A settlement was reached in 2008 , which ended Reynolds ' participation in GM 's program .

In 2008 , Reynolds acquired DiversiForm , a Beaverton , Oregon @-@ based printer of forms and business documents for car dealerships . The terms of the deal were not disclosed . The following August , it acquired the newsletter company IMN . This was followed by an acquisition that November of the customer retention software vendor XtreamService , also for a non @-@ disclosed sum . It acquired AddOnAuto in May 2014 , which was the company 's fifth acquisition in a little over twelve months . AddOnAuto develops software for shopping for car accessories .

= = Current software and services = =

Reynolds and Reynolds is a software and document printing company that primarily serves the automotive industry . It develops and markets the ERA and POWER suites of dealer management systems . Its software is used for inventory , accounting , contract documents and other business

logistics . For example , one Reynolds application called AddOnAuto can visualize what a car will look like with accessories , while docuPAD adds a touch @-@ screen on top of a desk that customers use to go through vehicle sales paperwork and interact with options . Reynolds also provides paper business forms , consulting and training . It provides some software and services to other industries , like medical and insurance . Its customer service has been recognized with awards like the STAR (Software Technical Assistance Recognition) Award from The Help Desk Institute . It is one of the three largest vendors in the dealership management software segment .

= = = Product history = = =

Reynolds and Reynolds started as a printer of standardized business forms on carbon paper . By the 1940s , Reynolds ' business was divided into four main areas : automotive , medical , custom forms and Post @-@ Rite Peg Boards . Reynolds ' first electronic accounting service was introduced in 1963 . Its parts inventory software product , called Electronic Parts Inventory Control (EPIC) , was released in beta in 1966 . It was renamed upon full release the following year as RAPIC . This was followed by the accounting and management software called LEASe and an accounts receivable product .

At first clients sent hole @-@ punched accounting records to a Reynolds processing center , which would print a complete accounting that is sent back to the client by mail . The development of modems and internet technology in the 1970s led to several advancements . Reynolds provided 3 @, @ 600 specialized modems to dealerships between 1974 and 1978 . The modems communicated with Reynolds ' VIM @-@ brand minicomputers at 80 Reynolds locations , which provided computing power and printed forms . This eliminated the need for clients to ship data to Reynolds in tapes and allowed daily access to online services . By the end of the 1970s , batch processing and computer processing centers were being phased out in response to personal computers kept at the dealership . In the years 1978 and 1982 , Reynolds introduced VIM @-@ brand computer systems that were kept at dealerships .

By 1986 , the VIM @-@ based dealer management computer systems had helped Reynolds acquire a 45 percent market @-@ share and was on its fifth generation with 9 @, @ 000 installations . In 1987 Reynolds moved to a software model with its first release of the ERA dealer management software , which was a complete rewrite of its prior programming . ERA allows users to manage logistics for sales , finance , service and parts across departments . That same year Reynolds developed a digital , graphical parts catalog program for selecting and ordering automotive parts . This was followed by the Vehicle Locators and Marketing Network sales toolsets .

By 1997 , Reynolds and Reynolds had more than 30 applications for various functions of a car dealership . In February 2000 , Reynolds formed a joint venture with Automatic Data Processing , Inc. and CCC Information Services , Inc. to create a web @-@ based dealer @-@ to @-@ dealer parts network called ChoiceParts .

In January 2002 , Reynolds and Reynolds announced it was switching from a UNIX to a LINUX @-@ based system for its core software . This caused " a flurry of discussion in the automobile market . " According to Automotive News , the Unix @-@ based system could support more users , but the Microsoft software was compatible with more of the newer applications being used by dealerships . Reynolds also developed the Reynolds Generations Series Suite in collaboration with Microsoft , but the product was not successful in the marketplace . It was discontinued in 2005 .

In 2011 Reynolds and Reynolds introduced the current version of its dealer management software , called ERA @-@ IGNITE , which reduced the number of screens needed to perform tasks by two @-@ thirds .