Assessment Task

# Background and Preliminary research

Car dealer software, also known as dealership management systems (DMS), includes products that assist in the operations of automobile retailers. These products can assist with both front- and back-office tasks and may provide tools for inventory, cost calculation, financing, and authorization—for both cars and customers (e.g., credit reports, accident history, etc.). Car dealer software tools can also offer features for preparing, tracking, and storing warranty information, sales contracts, auto repairs, appraisals, and recurring e-payments. Car dealer products are typically used by the sales team and office administrators in new or used car dealerships. Car dealer solutions may integrate with or offer features of [billing software](https://www.g2.com/categories/billing), [inventory management software](https://www.g2.com/categories/inventory-management), [website builder software](https://www.g2.com/categories/website-builder), or [CRM software](https://www.g2.com/categories/crm). Are you a car dealership owner who intends to get prospective clients out of their fantasies and get into their vehicles? In this article, you will find out that you require car dealer software to do so, as it can help you get those customers behind the wheel. [Car dealership CRM software](https://www.ergonized.com/custom-crm-software-development/) adapts all of these instruments for use by car dealerships and provides some supplementary functions, such as lease and sales management, that are peculiar to car dealerships.

Market Trends and Insights

The worldwide [car management system's](https://www.globenewswire.com/news-release/2021/06/10/2245433/0/en/Dealer-Management-System-Market-to-Outstrip-10-028-30-Million-by-2027-Growing-Sturdy-at-6-8-CAGR-COVID-19-Impact-and-Global-Analysis-by-TheInsightPartners-com.html) market size was estimated at US$ 6,981.67 million in 2019. Research shows that it’s expected to grow at a CAGR of 6.8% over the forecasted period to reach US$ 10,028.30 million by 2027. Strengthening the integration of various management auto dealer systems is central to contributing to the rise of the market. Nevertheless, growing concerns about safety are holding back market growth.

[The automotive industry has met many technologic innovations over the last 20 years.](https://www.theinsightpartners.com/sample/TIPTE00002462/?Source=GlobeNewsWire-10115) The impact of up-to-date technology has shaped the sector over time. Indeed, the advent of digital technology around the world has allowed vehicle constructors to innovate. Dealership management technology is the optimal choice for companies in the automotive sector that are involved in the inventory of repair parts and the management of work orders. The system involves customer relationship management and business intelligence instruments to track relationships between manufacturers and clients. The dealership management system meets entrepreneurs' needs. Some auto dealerships extensively use this system for marketing automation and retail management.

Besides, the market is driven by both inorganic and organic product strategies that companies pursue to expand their dealer management systems business in the automotive sector. For example, in February 2020, [Tekion Corp](https://tekion.com/). deployed the cloud platform Automotive Retail Cloud, which features all the functions of a dealer management system. It connects the most prominent industry stakeholders, enabling them to increase operational activities, partnerships, and personalized retail.

Depending on the type of deployment used, the global DMS market is subdivided into two types: on-premises and web-based dealer management software. [Cloud-based dealer management systems](https://www.ergonized.com/custom-crm-software-development/) are at their peak nowadays. The reason behind this is pretty simple: cloud software is cheaper than on-premises software. Besides, the solid network infrastructure in developed countries also supports the adoption of cloud software. Various companies plan to invest heavily in up-to-date software to quickly migrate to modern platforms integrated with top-notch functions. The use of cloud software has quickly increased, mostly due to the benefits that cloud technology offers to enterprises. These advantages include easy support and maintenance, fast setup and deployment, easy upgradeability, and wide availability. With the growing demand for web-based auto dealer software, most dealer management system vendors now offer cloud-based software.

## Car Dealer Software

An automotive dealership software is needed to automate car dealers’ routine processes and retails. Such software, well-known as Dealership Management System (DMS) software, offers plenty of opportunities. For instance, it assists with marketing automation, database management, and vehicle repair instruments, to name a few.

### There are two main types of car dealer solutions:

* **Auto dealer software web-based**. Web-based software allows people to interact with a remote server through a browser.
* **Cloud-based software**. It is a program that runs over the internet, the components of which are stored on the network, and some (or all) of the processes are executed in the cloud.

Some dealership systems may also include a mobile application for on-the-go access. Good examples of such include [DealerCenter](https://www.dealercenter.com/), [AutoRaptor CRM](https://www.autoraptor.com/), and [DealersLink](https://public.dealerslink.com/).

## Features of Car Dealer Software

While exploring auto dealer tools to attract more clients, it is critical to determine the software that will best suit your dealership's distinct needs. However, there are hundreds of software alternatives on the market today. Thankfully, you can easily narrow down the circle to those that suit you. Here is the list of the most common auto dealership management software to help you figure out what to look for.

### Inventory

It is possible to know what is accessible in a batch at any point with the help of the inventory control feature. Due to automotive inventory management software, your business can monitor the approachable details.

### Contact Database

One of the auto dealer contact management software's tasks consists of providing a comfortable database to preserve clients’ information and concerning documentation, such as various appointments and repair history.

### Accounting

A robust and sophisticated automotive accounting software helps you closely monitor all points of your dealership, including transactions, parts and service paybills, and more.

### Payment

Software dealerships offer companies assistance with controlling off-the-shelf challenges, including the payment for various types of products or services, such as professional and recurring utility billings. It easily integrates with accounting software and ERP or CRM solutions that store information about clients and the items or services they have bought.

### Marketing

A quality auto dealer marketing software helps campaign managers create a suitable approach to auto retail for current and potential clients. With such, they can increase customer loyalty by rolling out a rewards and benefits program, leading to loyal customers' returns.

### Sales Automation

With the help of car sales assistant software, you can better understand where your leads are coming from and how they close. This clears up your ROI across channels and allows you to spend your marketing budget more strategically.

### Lease Management

Auto rentals feature various sets of parameters, and therefore, diverse documentation compared to direct sales. That’s why some car dealership CRMs provide a list of particular functions for tracking leases, such as paying and repairs.

### Workflow Automation

Standardization of corporate processes is a key goal of workflow automation. It occurs through a set of to-do lists, calendars, notifications, and templates. For instance, when a task is marked as accomplished, the software can automatically set up the task for the next step in the process. Car sales software may be critical to sales that involve numerous departments of a dealership.

### Making Report

Car dealership CRM instruments can be used to monitor the performance and efficiency of the salesforce based on actions recorded in the CRM system, such as how many vehicles are sold per month or which brands/models are the best sellers. Moreover, these instruments can forecast and track commissions.

Now, you know how car dealer software can help your car dealership. However, if you want to get the most out of it, you must choose what you need. You should also consider your customers when purchasing one of them. So, settle for the software that best understands your enterprise and has the experience you need to take your business to the next level.

## What Types of Car Dealer Software Exist?

### Dealer Management System (DMS)

The first type of car dealer software you should know about is DMS. First, what is the DMS – dealer management system? It is a program package that provides car dealers with the instruments they need to manage their enterprises as efficiently as possible. By integrating several parts of the dealership into a single interface, DMS software automotive enables business owners to better control dealership operations and see the whole picture clearly.

### Customer Relationship Management (CRM)

Customer relationship management software is needed for each enterprise, including car dealerships. Such software is created to simplify managing the interactions with existing and prospective buyers. Start by storing all clients’ data in this program. Then, invite your sales team to use the auto dealership management software to record every interaction with each client. Check our [article](https://www.ergonized.com/blog/benefits-automotive-crm-for-digital-dealership/) if you want to learn about the specifics of CRM in detail.

#### Why Do Dealers Need Automotive CRM?

Many CRM systems are configured to optimize and automate customer interactions to ensure consistency and continuous engagement. A good CRM stores valuable information about business operations with actionable data and analytics that help drive the business.

Top automotive CRM offers all the necessary tools for manufacturers, specialized automotive companies, and dealerships to attract and keep leads and increase sales conversions. Dealership CRM software focuses on providing a unique experience for car buyers and more. [Full article >>](https://www.ergonized.com/blog/benefits-automotive-crm-for-digital-dealership/)

### Dealership Reconditioning Software

As a system for dealerships, the refurbishment workflow makes the reconditioning of used vehicles for resale more rational, orderly, measurable, and, overall, more profitable. By using auto dealer reconditioning software, your team will increase inventory turnover, lower costs, and get cars ready for sale faster, so you can improve the shopping experience for your customers.

### Multipoint Inspection (MPI)

To identify problems before they break out, most car dealerships, mechanics, and service centers offer MPI dealership software. It is a comprehensive assessment of almost every component of a vehicle. They can also be called a courtesy check, vehicle inspection, technical inspection, or pre-purchase inspection (if done before buying a second-hand car).

### Dealership Inventory Management Software

Self-managing inventory leaves a big space for error, so your best bet is to invest in inventory planning software. It is critical to note that inventory planning software is not the same as DMS inventory management software. The latter is used to keep track of which cars are currently in your inventory. For example, if you need to know if you have a 2010 Honda Civic on sale, you can use this software to quickly check your inventory. Auto sales inventory software does more than just keep track of the vehicles in your inventory. It also analyzes your current inventory and sales history to identify profitable opportunities for your dealership. For example, the software can understand that a particular type of car is being sold twice as fast as other similar models. It will notify you of this trend so that you can buy additional car units to meet consumer demand.

### Car Dealer Pricing Software

Pricing software provides precise real-time data that reflects current market conditions. In this way, you can determine how you should rate each vehicle on your site to remain competitive without sacrificing your gross margins. This tool can also be used to estimate the cost of a replacement vehicle. Use pricing software to make sure you're not overpaying so you can still profit from every vehicle you take.

### Integrated Dealer Systems (IDS)

IDS provides the most holistic suite of RV dealership automation instruments in a single integrated dealer management system (DMS). Starting with enterprise multi-store solutions ending inexpensive cloud solutions, IDS software leverages about 30 years of experience and RV industry expertise to provide a single program capable of meeting the requirements of any dealership, whether small or big.

## Proposed solution

CRM software offers numerous features, capabilities, and advantages to entrepreneurs operating in the automotive sector. According to many car CRM reviews, the best way to automate dealership workflow is to use CRM software. Various technologies and increasing must-have features make it even harder to find what works best for your business.

### Cost estimate

### Systems Development methodology

# New proposed system details

### Vision and Goals

1. Develop a web platform i.e. a responsive website for the Desktop devices and an app for mobile devices.

2. Develop a backend system for storing digitized information of old and new customers. Also create and manage a database of all cars along with their images and specifics like seats, doors etc. The database should also store information of local mechanics for buyers and possible finance options.

3. Develop a front end for sellers to list their cars or contact an in-house dealer to advice the seller on the sale of their car.

4. Develop an analytics system for storing the characteristic customer behaviour on the web platforms for reducing the churn rate and other marketing analytics. The analytic systems would also be able to predictively model and suggest customers cars for their searches that don’t find a match.

Goals:

The goal is digitize the Horizon Motors Ltd. business both to storing information and interacting with old and new customers for purposes of sales, services, purchase and rental with expert advice on all the aforementioned activities and also analytics solutions for marketing analytics and automated customer service (example recommendations and chatbot assistance)

### Identification of Stakeholders

The stakeholders have been identified by the possible categories:

## Users:

* + Horizon Motors Ltd.
* Customers:
  + Customers who have previously been associated/ have dealt with Horizon Motors Ltd. and new customers.
  + Individual customers and Commercial companies looking for contractual car services or renting a car, either on an hourly basis or longer periods of time
  + Buyers looking for buying used or new cars and some looking for the same with easy finance options
  + Sellers looking for selling their used cars and sales advice along with service.
* Software development team
  + Requirements specialists
  + Front-end software developers
  + Back-end software developers
  + Data Scientist and Analytics team
* Development management team
  + IT and business administration managers to interface with the client and development team

### Constraints and assumptions made

### Design Strategy outline

# Project Plan

# Requirements Specification

### Functional requirements

### Non-functional requirements

### Use Cases

# **System** analysis and design

# **System** development/ Implementation

# Conclusion

The auto dealership sector is extremely competitive and since the advent of the lockdown, there have been several auto dealerships that have been seeking to make a web presence and automate several of the in-person tasks. From a business perspective, Horizon Motors Ltd. is face with a two-fold problem first is the digitization of their existing customers and the second is the establishing a web presence and pulling in more customers.

Both are addressed and solved well with the solutions strategy outlined in this report. The existing customers information can be digitized and stored in databases, with all their service related information and contact details securely and safely stored. Secondly, the web presence allows for new customers to be based even outside their operating area i.e. North Dublin when they seek information on selling, purchasing, servicing or renting a car. The in-person contact reduces their staff requirement or rather a redirection of their expertise and focus into other areas of the business. This could also allow them to open another branch and shift their staff there.

Finally with a data driven approach, several processes can be automated. With the advent of time as more data is collected, in the future the customer churn can be monitored and the marketing services could engage with existing customers to make promotional offers etc.

# Bibliography