

solution datasheet

innovative technology + a different way of doing business



What is Golden Eye?

Golden Eye offers a complete Dealer Management System encompassing all critical dealership departments and processes. Rather than install an expensive, proprietary solution at your dealership, our DMS is designed as a service. This is called Software-as-a-Service, or SaaS.

Traditionally, dealerships purchase a DMS package by paying a one-time, up-front fee, followed by yearly maintenance and support fees. Then, roughly every two to three years, they are hit with an upgrade fee, or presented with some new “module” to buy.

In addition to the software, dealers are required to purchase servers, switches, printers, and every other imaginable bit of technology the DMS vendor can sell them at outrageous mark-ups. After all that, they must invest in the ongoing support and maintenance of their new-found infrastructure.

Golden Eye, on the other hand, does not have licenses. Rather than a large, up-front fee, payment for the use of software is through a monthly subscription. That's it.

No proprietary hardware. No dedicated printers to sell. No headaches to manage on an ongoing basis.

So what are some of the benefits of SaaS?

Lower Costs. The user need not pay a single (usually large) licensing fee. He only needs to pay recurring subscription fees.

Smaller Storage Requirements. The user need not store software or data on his computer or server, so he doesn't need large, data-storage facilities. There is also the convenience of not needing to constantly back up data - storage is the responsibility of the SaaS provider.

Fewer Personnel. SaaS eliminates the need for expensive support plans or specially trained IT personnel to handle maintenance, monitoring, and software updates.

Greater Innovation. Unlike traditional, on-premise software companies, SaaS vendors do not need to physically visit each customer to install a patch, update, or major upgrade. Typically, SaaS vendors provide regular, continuous improvement to their solutions without disrupting their customer's business. Furthermore, with the absence of long-term contracts, the vendor is incented to create ongoing improvements to the solution and customer experience, or risk losing him to a competitor.

How do you build the un-dms company?

- Ask questions, and listen
- Stay grounded in the dealership space, and avoid getting carried away by the latest technology trends
- Charge the minimum amount required to create and support a world-class solution
- Earn your customer's business each and every month, not once every seven years
- Explore what other industries and companies have done to create tremendous value and satisfaction for their customers

Departments, Features & Capabilities

Our integrated solution covers every aspect of the dealership's business. This comprehensive suite is presented through a modern, intuitive user interface.

Vehicle Sales	<ul style="list-style-type: none">○ Quotes○ Desking○ Multiple Pencils○ Customer History○ AutoComplete & Auto-Lookup Forms○ Dashboards
Finance	<ul style="list-style-type: none">○ Retail & Balloon Contracts○ Lease & 1-Pay Lease Contracts○ Menu Selling○ Insurance Products○ Bank Programs○ Back-End Sales○ Commissions○ Intuitive Form Builder○ Digital Document & Archiving○ Deal Break-Down / Closing / Posting
Vehicle Management	<ul style="list-style-type: none">○ Stock In / Stock Out○ Mix Analysis○ Aging Alerts and Analysis○ Customizable Reports
Service	<ul style="list-style-type: none">○ Appointments○ Customer Reminders / Notifications<ul style="list-style-type: none">• SMS• Email○ Repair Orders○ Dispatching○ Closing○ Cashiering
Parts	<ul style="list-style-type: none">○ Invoicing○ Special Orders○ Lost Sales○ Inventory Management○ Source Control○ Ordering Methods<ul style="list-style-type: none">• Stock Orders• Manual Orders• Factory Stocking Guide Support○ Full Matrix Pricing○ Parts Return Management○ Sublets

Accounting	<ul style="list-style-type: none">○ Full General Ledger○ Multi Company○ Journals○ Schedules○ Vouchers○ Accounts Payable○ Accounts Receivable○ Financial Statement○ End of Month / EOY
Customer Management	<ul style="list-style-type: none">○ Updates○ Customer Lists / Data Mining○ Customer Performance Stats
Integration	<ul style="list-style-type: none">○ Automotive Manufacturers○ Financial Aggregation Networks○ CRM○ 3rd-Party Solution Providers○ Open Integration Policy
Reporting	<ul style="list-style-type: none">○ Customizable Dashboards by Role○ Digital Reports○ Custom Report Queries
Security	<ul style="list-style-type: none">○ Application Access by user ID○ IP Limiting○ Transaction Logging○ Vendor Access Control○ Redundant Hardware○ Graceful Degradation™○ Nightly Backups

So, other than a lower total-cost-of-ownership, what else is different about Golden Eye's DMS? Answer: Better business results.

Ask yourself this question: What's the difference between good dealership personnel and truly great ones?

Any way you look at it, dealers know that having better personnel translates into a better bottom line. The problem is that it's hard to find and keep great people, and most of the really good ones are already working at their highest capacity. This is where technology comes in.

In most industries, technology can turn average employees into high performers; people who know what decisions to make, at that precise moment, and improve the business' top-line and bottom-line results. High performers know their inventory levels, what factory incentives are available to them, and how much lifetime profitability and loyalty each customer represents. The difference is

that in other industries, average employees have access to real-time information at each step of the process, within each function of their business, in order to make the optimal decision at any given point. Not in dealerships.

While most dealers have invested heavily in information technology, today it provides very little actionable business intelligence: Information that is required at a moment's notice, not in some report that was printed in the morning or the night before. That's the fundamental difference between data and intelligence. Dealerships are awash in data, but the best they can hope for are reports: Nicely formatted layouts of data ... lots and lots of data. Actionable business intelligence is context-specific and time-sensitive information that you need to optimize an outcome. Consider the following examples.

Knowing a customer's buying habits and buying history maximizes the lifetime profitability of that customer. However, with current systems today, it is difficult to access a customer's purchase history when they come into the store. Pulling these data into a usable form takes a very long time and is cumbersome. Being presented with key business metrics, along with the ability to drill-down into full customer history by simply typing in the customer's name as they begin to pencil a deal, gives timely intelligence that will allow that dealer to maximize profit while maintaining high customer satisfaction scores.

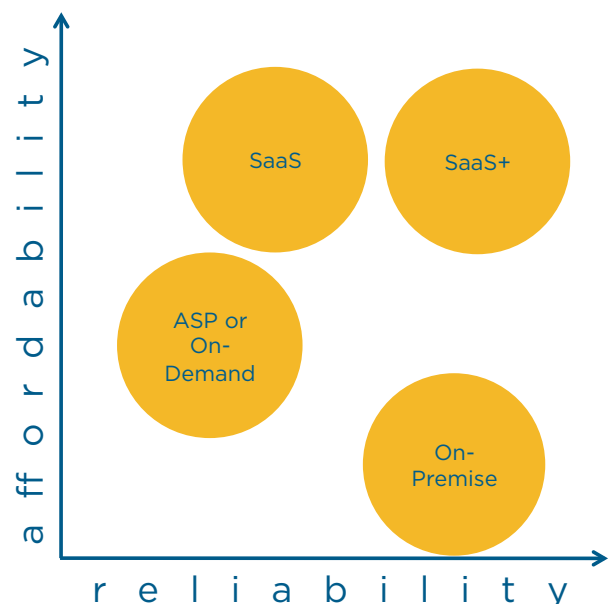
Another example is during a customer interaction at the service drive. When the vehicle is brought in, an instant market analysis of the value of the car, along with any payoff information, allows the service advisor to inform the customer that they have positive equity in their car, which can be utilized towards the purchase of a new car. This sort of immediate, actionable business intelligence allows the dealership to maximize potential revenues from every customer interaction.

SaaS+™: Beyond On-Premise, On-Demand, ASP, or simple SaaS

A significant benefit of SaaS is that it not only provides cost benefits over traditional on-premise deployments, but it also leverages expensive IT support and operational staff (that must be borne by individual dealerships deploying on-premise solutions) by moving this capability to central locations.

While this theoretically increases reliability, as systems are continuously and professionally managed using highly-skilled staff and state-of-the-art monitoring tools within the Network Operations Center (NOC), there is a new risk introduced in most, purely web-based SaaS, ASP, or On-Demand implementations deployed today.

This new risk comes from a potential catastrophic loss of connectivity to the backend systems resulting from, say, a construction accident taking out your dealership's cable to the Internet. In scenarios such as this, the ability to continue business operations becomes impossible.



Early on, we discovered that dealers need a solution that gives them the cost advantages of SaaS, but the reliability and ease-of-use of a traditional solution. Golden Eye does this through SaaS+™: all the benefits of SaaS, with the addition of a smart, thin-client. This delivers a richer experience, and is instrumental in supporting Graceful Degradation™.

Golden Eye's Graceful Degradation™ anticipates a potential for six, separate failover scenarios that range from complete loss of Internet connectivity, to the loss of connection from individual workstations within the dealership. In each case, the customer's operations are protected through a fully automated and seamless process, and the dealership can continue to use the DMS system to conduct business.

A Dealer's Perspective: Benefits

In the end, innovative technology and business practices need to translate into something of value to the customer. In plain English: Benefits.



Building on our foundation of innovative technology and a different way of doing business, we are committed to delivering immediate, impactful, and lasting benefits.

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