



Future-Proof  
DMS  
an industry  
White Paper  
by e-Emphasys

## Is your Dealership Management Platform Future-Proof?

Today's world of technological innovations presents many opportunities for equipment dealerships and rental companies. Modern business systems empower them to integrate and optimize their business and position themselves for future profitability and growth. When selecting a new Dealership Management System (DMS), it is very important for decision makers to evaluate whether solutions presented to them as 'Next-generation' Business Systems will truly deliver their promised benefits.

This document outlines **the characteristics of an ERP-based Dealership Business System** and highlights the benefits to the Equipment Dealership and Rental Business.

### Abstract

Dealership Management Platforms make a strategic and ongoing impact on the business performance and agility of dealer organizations.

An effective Dealership Management System creates a distinct competitive advantage by leveraging the power and flexibility of modern technology.

Dealership executives should periodically evaluate the state of their existing system and the opportunities for growth presented by technological enhancements.



The following points will help you evaluate whether your Dealer Management Solution:

### 1. Comprehensive Solution

Dealerships and rental companies should look for an enterprise-wide solution which supports, integrates, and optimizes all business functions, branches, processes and information. Relative to capabilities of legacy systems, a new business system should be able to provide world-class and fully-integrated solutions for Rental; Equipment Life-cycle Management; Finance & Loan Management; Insurance; Accounting; Project Management (such as project-based commissioning and maintenance); Workflow; Re-manufacturing; Core Tracking; Warehouse Management; Warranty and Claim Processing; Mobile Service; Satellite Integration; OEM Collaboration, and Business Intelligence.

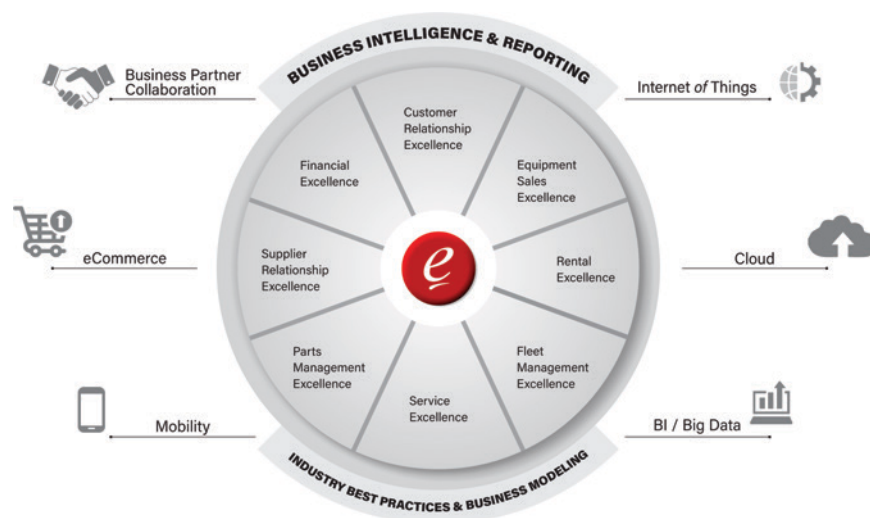
*e-Emphasys provides the full depth and breadth of functionality, encompassing all the requirements of dealerships and rental companies – now and in the future. With all functions tightly integrated and without the need for add-on components, e-Emphasys helps dealerships streamline their business for maximum growth, productivity and efficiency.*

## 2. Dynamic Flexibility

As business continues to evolve, an effective business system must be capable of supporting operational changes. Modern ERP-based solutions provide built-in flexibility through parameters that can be configured and reconfigured any time, to provide the desired outcomes such as process flows, algorithms, data flows, screen layouts, etc. Easily configured parameters eliminate the need for costly customization (source code changes), which over time, result in a custom-made system that is difficult to upgrade, and expensive to maintain.

A few examples of common business process changes that benefit from dynamic system flexibility are:

- As business continues to grow, a Parts Manager may need to centralize the parts procurement process to improve efficiency and negotiate better prices and discounts
- For certain branches, models or exceptions, a Sales Manager may require greater control during the proposal phase through alerts or sign-offs, thus adding conditional steps to the process
- For the CFO or Controller to better predict and control warranty costs, the system may need to be configured with a set of Accrual Accounts, against which warranty costs are projected, and actual expenses tracked
- The Sales and Marketing Department may come up with one-time or seasonal promotions, which should be quickly configured, to complement or overwrite existing price policies for a certain period



## 3. Industry Best Practices Modeling

Many vendors and systems lack the capability to effectively bridge the gap between the business user and technology. This reduces the full benefit of the system, and hampers the speed of implementation, on-going improvement, controlled and documented change, and effective knowledge transfer to new and temporary hires. The single, most effective way of overcoming these traditional challenges is through Process Modeling, and the use of documented Industry Best Practices.

Through a graphical format and business language, the Business Process Modeler and industry best practices empower staff to visualize and map current and future business practices, and system-supported processes and variations.

*The only constant in business is change. Most traditional systems inhibit ongoing change by lacking inherent flexibility. e-Emphasys provides the built-in flexibility to adjust to a company's processes, policies and structure, and to continually adapt as the business grows and evolves.*

#### 4. Ease of Integration and Collaboration

Traditional, paper-based transactions have largely become electronic in nature. Today, OEMs provide dealerships with many ways to utilize the Internet for real-time collaboration and self-service. Most OEMs offer between 20 and 60 interfaces into their systems for dealerships to connect with. Conventional dealership systems were not designed to integrate and collaborate with external systems. As they lack an open architecture, integrating them with OEM systems is a major undertaking, entailing significant time and cost.

A modern Dealership Management Platform provides interfaces based on the latest Internet integration standards. This enables quick, seamless and efficient connection with any outside application or database. For example: a seamless, electronic vendor catalog integration enables parts selection from a graphical catalog of equipment drawings, and allows online parts orders to be generated, without a single redundant key stroke or a mouse click.

Dealerships can also perform online inventory availability look-ups and allocations into OEM systems, while interacting with the customer over the phone. Complete warranty claims can be processed electronically, with an audit trail of every interaction between the customer, dealership and OEM. These examples illustrate the necessity and benefit of an open architecture in today's collaborative business environment.

*e-Emphasys includes a modern and powerful integration and collaboration platform, based on the latest internet communication standards, making it quick and easy to connect into any OEM interface.*



#### 5. Cloud or On-premise Deployment

On-Demand usage of business software is a new and attractive option for companies looking to limit cost and reduce complexity, while leveraging the most advanced software capabilities available today. On-Demand is a subscription or 'Cloud' model, in which you use the Software as a Service (SaaS), rather than owning and maintaining the software yourself. Since it requires modern software architecture and a sound technology platform, older software applications are not suitable for On-Demand deployment for reasons of performance, security, or inability to run in a multi-tenant set-up.

*e-Emphasys is built on a modern architecture and a proven technology platform. It can be deployed in the Cloud or On-Premise based on your requirements or preferences. With its thin client technology, flexible N-tier architecture, virtualization support, and deployment by SAS-70 certified hosting companies, e-Emphasys meets the highest security, performance, and availability standards.*

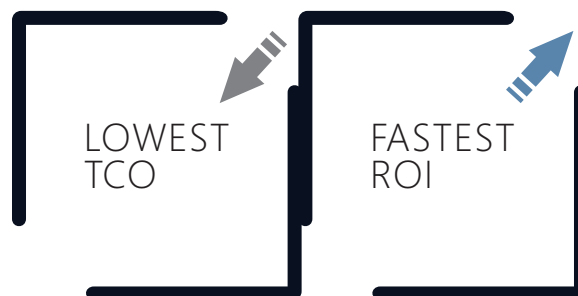
## 6. Open System or Proprietary System

Traditionally, dealerships were not offered a choice of infrastructure, since most dealer and rental applications were based on proprietary IBM AS/400 or other platforms. The term 'Open System' refers to the versatility of modern applications to operate on different hardware, operating systems, databases, web servers, and web browsers. This is a key characteristic for several reasons, including customer preference, cost effectiveness, scalability, performance, and inter-operability.

Some companies prefer standardizing their IT infrastructure on Microsoft Windows and SQL Server, while others prefer UNIX or Linux for scalability, stability or cost reasons. Modern hardware comes with powerful, multi-core Intel or AMD processors at very competitive price points, compared to older generations of hardware. Blade servers allow for incremental capacity growth, as and when the business requires more horsepower, and for flexible deployment of computing power over time.

Modern databases provide excellent back-up and fail-over capability, thus increasing reliability and quality of service to the business, while reducing database administration cost. The requirement and budget of each dealership or rental firm is different, and infrastructure flexibility is vital in today's connected world.

*e-Emphasys gives you the option of selecting the technology on the best price-performance ratio, standardizing your company's IT infrastructure, simplifying system administration, and negotiating the best price with your preferred hardware vendor.  
e-Emphasys removes the need for dealerships to invest in dated and expensive AS/400 servers.*



## 7. Total Cost of Ownership

The previous topic of Open Systems versus Proprietary Systems translates into a big difference in cost. In many cases, the software purchase can dictate the hardware requirements, which can lead to varying levels of cost and investment.

On-going costs are another important yet often under-estimated aspect at the time of purchase. For example: a system lacking built-in flexibility for configuration, will require on-going customization, making it a costly proposition over time.

*e-Emphasys reduces IT life-cycle costs by limiting initial infrastructure investment, enabling the lowest cost of operation (system management and user support), and offering perpetual entitlement to new versions and upgrades – at no cost beyond the standard maintenance fees. e-Emphasys provides powerful tools for administrators to manage the system. While some DMS vendors charge for programs such as periodic upload of OEM catalogs and price lists, these capabilities are standard in e-Emphasys and can be executed in-house.*

## 8. Personalization and Role-Based Workspace

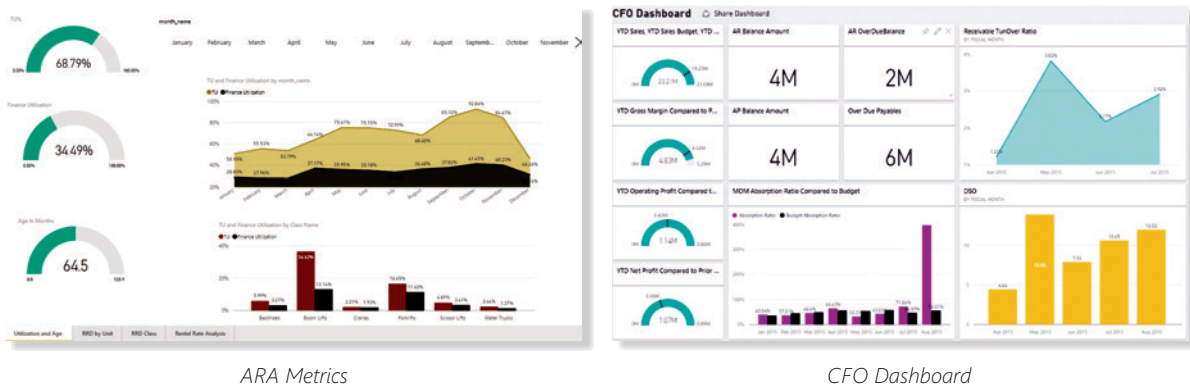
For user productivity, there are several important capabilities which an ERP-based solution offers by default. One key question is whether the screens and menus provided can be configured to meet the exact needs of each user?

Navigation must be seamless, to provide the user with all the information required for effective job execution and decision making, while eliminating redundant key strokes or mouse clicks.

The user interface should enable powerful search, sort and filter capabilities, to access the right information quickly. Screens should provide capabilities for easy personalization, such as removing redundant data, rearranging columns, and changing visual representations such as graphs and charts. Most traditional systems provide static screens, with limited or no flexibility for the end-user.

*e-Emphasys provides intuitive user navigation, operated from role-based dashboards. The user interface is modern, and in line with the application architecture. All screens are integrated, and data is automatically synchronized within screen flows. Data search capabilities are powerful and enable the right information to be found quickly. With manual and paper-based tasks automated, and re-keying of data eliminated, e-Emphasys allows users to focus on high-value activities and exceptions, ensuring employee empowerment, productivity and efficiency.*

### Business Intelligence Reporting



## 9. Multi-Site Architecture

Many dealerships and rental companies have grown into multi-branch operations, with some business functions centralized and others decentralized. To effectively model such complex organization structures and business processes, companies are best served with an application that supports a multi-site setup with accurate characterization of all enterprise units and their distinct roles (sales, service, parts, rental, etc.) Traditional systems designed decades ago tend to have limited capability for modeling and supporting complex multi-site processes.

*e-Emphasys provides the flexibility to structure and restructure an organization, and to take advantage of the economies of scale that arise with the organizations' growth. The level of integration and data-sharing between branches and departments, streamline processes and empower your organization.*

## 10. Internationalization

An increasing number of dealerships and rental companies have ventured across the borders. Many US dealerships operate out of Canada or Mexico. Most European dealerships have expanded internationally during the last decade, and some large distributors and rental operators have gone cross-continental. This has created large-scale international organizations, with associated complexity.

A basic requirement for such companies, and those with plans to expand in the future, is a system offering seamless support for multiple currencies, multiple languages, local regulation and taxation, dual currency accounting, landed cost support, etc. An ERP-based Dealership Management System should provide these capabilities out of the box, and at no additional cost.

*e-Emphasys is completely globalized to accommodate customer and supplier language preference, user language preference, multiple trading and internal reporting currencies, local regulation and tax rules, etc., making it the platform for growth without barriers.*

## 11. Scalable and Robust

With growing scale, complexity and round-the-clock nature of the dealership business comes the need for a robust and scalable business system. For some dealerships, it needs to scale up to thousands of concurrent users, and a vast number of transactions.

Up-time or high availability is another critical aspect. ERP applications leverage the latest technology (hardware scale-up and scale-out, database clustering, etc.) to naturally support these stretch requirements.

*With the growing size of dealership and rental organizations, scalability (and the cost of it) becomes an important topic. e-Emphasys leverages the most modern technologies to ensure scalability and resilience, at a competitive price point.*

## 12. Application Management

Business Systems have become a mission-critical resource for dealer organizations. Reliable, secure and productive administration of the system is a key requirement. A Business System must provide productive tools for user-management and security, application maintenance (configuration management, testing, upgrading), archiving, auditing, and central deployment of desktop components. Application support for virtual servers (e.g. HyperV, VMWare) can further ease the job of the administrator.

*e-Emphasys includes best-in-class tooling that simplifies application management, making the IT staff more productive, and ensuring an up-to-date, secure and reliable business application environment, always.*

### 13. Web-based and Mobile Deployment

An increasing number of users work from multiple locations including office, home, airport, and customer sites. Flexible system access through a web browser or mobile device is paramount. Modern applications should provide business system access on any device or browser.

*The flexible architecture of e-Emphasys enables users to deploy the application through a Desktop, Web Browser, Tablet or Smart Phone. Employees and business partners can access the e-Emphasys application and perform their tasks wherever business takes them.*

### 14. Migration Tooling

Migration of data from the old system to the new system is important for uninterrupted visibility, reporting and analysis of (historical) information. Many dealerships are reluctant to change their systems because of earlier experience with lost data, or due to the absence or poor quality of other migration tools. ERP-based dealership solutions provide powerful tools to extract, transform, clean, and upload data from any source (or multiple sources) into the new system. Robust migration capabilities are an important DMS evaluation criteria, requiring verification during the selection process.

*e-Emphasys comes with a powerful and proven migration tool kit and methodology. Many successful migrations from various legacy systems have been completed using these modern tools. e-Emphasys allows both master data and transactional data to be migrated, ensuring uninterrupted business continuity.*

### 15. Progressive Roadmap

An application may not provide every required capability today, but the roadmap should provide direction and commitment of future capabilities. Depending on the productivity of the application development tools, and the size of the vendor's development organization, the roadmap required for the vendors to fill functional gaps in their DMS should be evaluated, to ensure on-time and on-budget delivery.

ERP solutions should have large development teams and productive software development tools at their disposal. They should be able to show a progressive roadmap that can deliver missing or incomplete functionality within an acceptable time-frame.

*e-Emphasys' modern and future-proof architecture delivers a proven ERP solution. With an installed base of more than 10,000 customers globally – primarily in the heavy equipment dealership and rental industry, e-Emphasys is the most advanced, reliable Dealership Management Platform. The winning combination of 350 software engineers dedicated to the equipment distribution industry, and large investments in R&D (more than any other vendor in this domain), ensures that e-Emphasys continues to be the most successful Dealership Management Platform.*

## 16. Integration with IoT

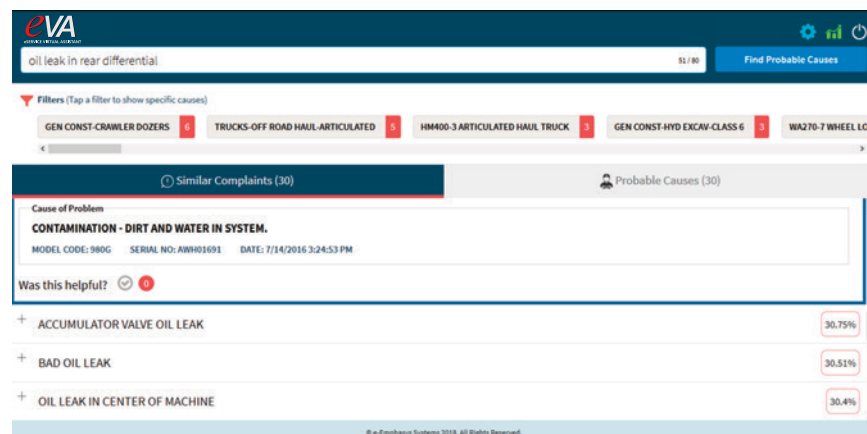
Implementation of a DMS is not an end in itself. Is your technology provider capable of enduring the long journey beyond implementation? Is the vendor dedicated and agile enough to take on the challenges of technological disruptions? Are they flexible enough to adapt quickly to external market shifts, and are aligned behind a coherent success strategy scripted for you?

Your success and future depend squarely on how determined the solution provider is to provide excellent support and product enhancements post go-live. It is critical that you partner with a vendor with a long-term vision for your industry to ensure future growth and success.



eSERVICE VIRTUAL ASSISTANT

Zero-in on **Machine Failure Solutions** and Improve **First-Time-Fix Rates**



The screenshot shows the eVA interface with a search bar containing 'oil leak in rear differential'. Below the search bar, there are filters for various machine types: GEN CONST-CRAWLER DOZERS, TRUCKS-OFF ROAD HAUL-ARTICULATED, HM400-3 ARTICULATED HAUL TRUCK, GEN CONST-HYD EXCAV-CLASS 6, and WA270-7 WHEEL LG. The main content area displays 'Cause of Problem' as 'CONTAMINATION - DIRT AND WATER IN SYSTEM.' with details: MODEL CODE: 980G, SERIAL NO: AWH01091, DATE: 7/14/2016 3:24:53 PM. Below this, there is a 'Was this helpful?' section and a list of probable causes:

Probable Cause	Percentage
ACCUMULATOR VALVE OIL LEAK	30.75%
BAD OIL LEAK	30.51%
OIL LEAK IN CENTER OF MACHINE	30.4%

*e-Emphasys is passionate about the Internet of Things. With constant drive towards innovation, e-Emphasys remains steadfastly-focused on the equipment dealership and rental industry. It harnesses the latest technologies such as Extreme Mobility, Business Intelligence and cutting-edge Analytics with real-time reporting, Role-based Dashboards, Advanced Document Management, Artificial Intelligence and Machine Learning.*

*e-Emphasys has developed a proprietary Information Retrieval Algorithm to create eVA - a forward-thinking eService Virtual Assistant built with AI technology. eVA is an intelligent interface that integrates a rich set of features, including the ability to capture complex search phrases, analyze them to extract the meaning, and deliver the right solutions – providing your technicians with powerful guided troubleshooting tools..*

*e-Emphasys MixedReality (eMR) integrates Holographic Technology with its Field Service application, empowering the field service team to carry out on-site repair and maintenance more efficiently, with the help of hands-free collaboration and diagnostic tools.*



## 17. Implementation Methodology

A proven and structured implementation methodology, with clearly defined processes and deliverables is vital for on-time and on-budget implementations. The vendor with a proven methodology and a track record of successful, large-scale ERP implementations will offer your organization the highest probability of success.

*The key to 100% successful implementations by e-Emphasys (on-time, on-target, on-budget) is its proven and patented 'StepFast' methodology, which ensures a methodical approach for all aspects of the implementation project – defined, managed and monitored at every step.*

### Bottom-line

For equipment dealers and rental companies, the ERP selection guidelines presented above provide a good starting point to evaluate your own solutions. If you find your software lacking in any of the above areas, it could be time to consider upgrading to a modern, scalable platform. Leading dealerships are investing heavily in the latest technologies to create a sustainable competitive advantage and improve customer service.



### About e-Emphasys

e-Emphasys Technologies is the leading supplier of enterprise dealer management software for equipment dealers and rental companies. Our modern, end-to-end platform is available on any device, browser or database, empowering you with a unified, real-time view of your data – wherever you are.

The e-Emphasys Dealer Management Platform incorporates a full suite of best-in-class technology including Business Intelligence and Reporting, CRM, Mobile Field Service Applications, Inspection Applications, eCommerce Customer Portals, RFID, Artificial Intelligence, IoT and Telematics.

e-Emphasys has worked exclusively with equipment dealers for 20 years, and has developed a repository of over 400 best business practices learned from working side by side with some of the world's leading dealerships. e-Emphasys has a proven track record of customer success and return on investment across the globe, with satisfied customers across 20 countries.