

# A Business Partner Solution for the Distribution Sector

A Fully Integrated Dealer Management System Handling all Departments within the Dealership Seamlessly

## Integrated Dealer Systems Astra—Dealer Management System



### Business Challenge

In the often hectic environment within a retail dealership it can be difficult to manage and share critical business information between employees and departments. Many times dealers find that they are unable to empower their unique business processes, and provide exceptional customer service, in a profitable manner, because they are using too many manual, or disparate, applications within the dealership. This situation causes employee productivity to suffer and does not allow managers to easily view the necessary reports they need to make informed business decisions.

### Solution Description

By implementing the Astra Dealer Management System from Integrated Dealer Systems (IDS), dealers can integrate all of the departments within their business including, Accounting, Sales, Service, and Parts. With all of their critical business information residing in a single database, and using an application that is designed specifically for their unique needs, they will experience a tremendous increase in efficiency and productivity, reducing costs and increasing profits, while providing a more professional and enjoyable experience for their customers.

### Value Proposition

IDS offers automated and integrated systems, combining hardware, software and network configurations, with professional services, training, and support to help dealers better manage their businesses. Our systems' capabilities include functionality to support activities such as financial accounting and payroll, sales & prospect management, finance and insurance, parts, service, and warranty administration, as well as unit inventory management. This allows all departments within the dealership to work together seamlessly and productively and enables the dealership to operate professionally and profitably.

### Company Description

Integrated Dealer Systems is one of the world's leading providers of dealer management systems for the recreational vehicle and marine industries. Incorporated in 1984, IDS has developed complete software solutions for over 10,000 users across North America, and has offices in Raleigh, North Carolina; St. Petersburg, Florida; and Toronto, Canada. As a wholly-owned subsidiary of the Brunswick Corporation, IDS continues to set the standard for quality and customer satisfaction in its industry.

#### IBM Segment

- Data Management

#### Business Function

- Business Process Management

#### Target Industry

- Retail

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