

# SISBARRO STREAMLINES OPERATIONS WITH A NEW DMS PARTNER

The Sisbarro Dealerships opened in 1981 and began serving customers in Southern New Mexico through their six rooftops. As a long-time Dealertrack eContracting customer, the dealership knew that the right technology could improve performance. This knowledge led them to take a closer look at their DMS and its shortcomings. After noticing the legacy provider's outdated technology, impossible support, little visibility to metrics, and limited control over outside vendors, Sisbarro Dealerships realized it was time to seek a more forward-thinking DMS partner.

Sisbarro was looking for a true technology partner with an innovative and responsive system to streamline operations, increase efficiency, and gain visibility into day-to-day activities. The system had to be backed-up with top-notch support and offer the ability to work with all of the major third-party providers. Sisbarro Dealerships implemented Dealertrack DMS and received 100% on-site support until each department felt entirely confident with the new DMS.

Dealertrack DMS provided Sisbarro with flexible technology that accommodated the dealership's business processes. Deep-dive capabilities gave immediate insights into operations. The Opentrack Platform allowed Sisbarro to work with the outside vendors of their choice. Dealertrack continually provides Sisbarro with new innovations without charging them extra for the upgrades. By rethinking the DMS from the ground up to be intuitive and advanced the Sisbarro Dealerships streamlined processes, gained visibility, and boosted their bottom line.

“If you're not with Dealertrack, it's only because you haven't tried it. The system and the people are phenomenal, and they actually do what they say they are going to do. You can't get that anywhere else.”

—Mike Tourtillott, General Manager, The Sisbarro Dealerships Superstore



## Challenges:

- Seeking a true technology partner with an innovative and responsive system.
- Sisbarro wanted to streamline operations and increase efficiency. They also wanted the ability to work with all of the major third-party providers of their choice.
- Their DMS had to be backed-up by top-notch support and service.

## Solutions:

- Dealertrack DMS provides flexible technology that accommodates dealership business processes.
- Deep-dive capabilities gave immediate insights into operations, and the Opentrack Platform allowed the dealership to work with outside vendors of their choice.
- Dealertrack can send an entire implementation team to train employees and set up DMS software on-site until 100% confidence exists at the dealership.

## Results:

- The full integration of the Dealertrack DMS streamlined processes and specifically cut down 72-hour contracts in transit time from 7 to 10 days.
- Dealertrack continually brought new innovations to market and didn't charge clients for upgrades.
- Sisbarro received Dealertrack team support and consultations for 30 days prior to DMS implementation and 100% on-site support throughout the implementation process.

For more information, visit [Dealertrack.com/DMS](https://Dealertrack.com/DMS).