

DEALERTRACK DMS HELPS ALLEN SAMUELS HOLDINGS IMPROVE EMPLOYEE EFFICIENCY

In the last 25 years, Allen Samuels Holdings has grown to 23 new and used car locations throughout Texas, Kansas, and Oklahoma. To achieve success and efficiency in the day-to-day operations of such a large dealership, the company uses Dealertrack DMS to reduce operating costs and improve profitability.

Whether working at the dealership, on the road, or anywhere with an internet connection, Dealertrack DMS gives managers the ability to access information quickly, improving the efficiency of individual employees. And with Dealertrack's easy point-and-click interface, employees no longer have to memorize complicated codes or navigate the confusing menus of the company's previous DMS provider.

With Dealertrack's open integration and commitment to ongoing support, Allen Samuels has cut unnecessary costs and established a personal and profitable working relationship with Dealertrack's support team.

**“25 years and 23 locations later,
I still choose Dealertrack DMS.”**

- Allen Samuels, Chairman of the Board, Allen Samuels Holdings



Challenges:

- To coordinate the operations of a large 23-location dealership, Allen Samuels needed fast, easy access to data.
- Allen Samuels' previous DMS was confusing to navigate and required employees to memorize complicated codes.
- Integration with third-party tools was too expensive with the company's previous technology provider.

Solutions:

- With anytime, anywhere access to data, Allen Samuels can coordinate operations between locations anywhere there's an internet connection.
- Dealertrack's easy point-and-click interface improves efficiency and lets employees navigate menus with ease.
- With open integration, Dealertrack has allowed Allen Samuels to cut unnecessary costs.

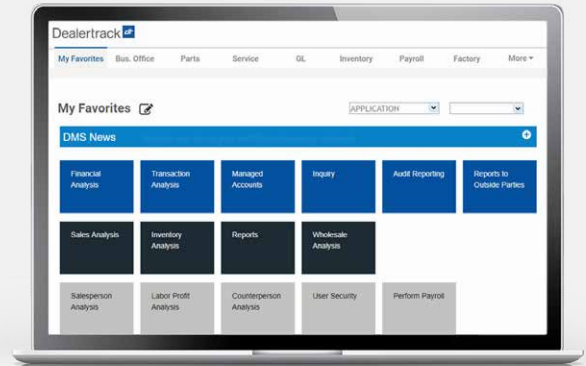
Results:

- With the help of Dealertrack DMS, Allen Samuels has grown to include 23 locations in multiple states.
- Allen Samuels benefits from improved operational efficiency across multiple locations.
- Allen Samuels has established a positive working relationship with Dealertrack.

For more information, visit Dealertrack.com/DMS.

A DMS DESIGNED FOR THE FUTURE

Dealertrack DMS, a Cox Automotive brand, gives dealerships the platform they need to grow without the complexity and cost of other systems. Our web-based solution transforms your business with simple, connected processes, open integration, and intelligent technology.



Our Product

Gain greater control over your business with software that was designed to grow with you. Streamline key department processes, attain greater insight into your business, and make decisions based on real-time information—all so you can drive profitable growth.



Our Platform

Cloud computing is now a reality for dealers of all sizes. Cloud-based DMS platforms are secure, reliable, scalable, and available from any device at any time. Our secure open vendor integration platform, known as Opentrack, gives you control of your data and the freedom to choose the vendors that work best for your business.



Our Partnership

Are you looking for more than a business relationship and a long-term contract? We believe in building partnerships built on trust, transparency, and the assurance that we will always deliver market-leading technologies backed by exceptional service.

For more information, visit Dealertrack.com/DMS.