

BEYER AUTO UPGRADES TO DEALERTRACK DMS TO HAVE MORE ACCESS TO DATA



With nine franchises and five different locations in Northern Virginia, Beyer Auto Group understands the importance of technology in a changing marketplace. Now in its third generation of management, and with aspirations of becoming a 100-year-old company, Beyer is constantly watching for changes in technology that may impact business development. And to achieve its goals, the company needed a DMS provider committed to pursuing new technologies, with an eye on the future of the industry.

By switching to Dealertrack DMS, Beyer was able to take advantage of customized software options to meet the unique needs of its business, including implementing a central accounting model. And with so many different franchises in multiple locations, Dealertrack allowed Beyer to monitor each of its stores by bringing together information in a way that's easy to compare and understand.

Beyer was also impressed that Dealertrack was willing to prove the worth of its product by offering the company a month-to-month contract. And the support Dealertrack offered during and after install, both technical and psychological, allowed Beyer to quickly adjust to a new way of doing things. With Dealertrack DMS as a technology partner, Beyer looks forward to the future with confidence that it will continue to stay profitable while adapting to changing environments.

“With Dealertrack, I’ve got all the information I need accessible on a mobile device, on an iPad; anywhere that I go, I can see what’s happening with all our stores.”

– John Altman COO, Beyer Auto Group

Challenges:

- Technology that hindered business growth.
- Keeping ahead of the technology curve to achieve goals.
- Monitor and compare data across multiple stores.

Solutions:

- Dealertrack’s forward-thinking features, such as real-time access to data, allowed Beyer to focus on business-growth opportunities.
- Dealertrack proved its commitment to provide cutting-edge technology and earn Beyer’s business with a month-to-month contract.
- Dealertrack allowed Beyer to monitor each of its stores by bringing together information in a way that’s easy to compare and understand.

Results:

- Beyer is using Dealertrack DMS to monitor changes in technology that enable business growth and expansion opportunities.
- With the help of Dealertrack DMS, Beyer was able to implement a central accounting model.
- Beyer uses mobile devices to analyze and compare data from nine different franchises, anytime and anywhere.

For more information, visit Dealertrack.com/DMS.