

DMS UPGRADE HELPS ALDERSON AUTOMOTIVE INCREASE EFFICIENCY

Alderson Automotive in Lubbock and Midland, Texas was looking for a way to manage the increasing complexity and cost of their technology. With previous DMS platforms, managers often returned to the dealership after hours and on weekends just to generate and view reports, which cost the dealership money.

It was time to make a change or risk losing money to inefficient processes. They made the switch to Dealertrack and, through its **versatility** and **ease of use**, Dealertrack DMS has allowed Alderson Automotive to increase efficiency. With easy access to their financial information anytime, anywhere through the DMS's web-based system, Alderson kept up-to-date with company operations.

DMS SERVICE. AT THE READY.

When support issues arose, Alderson relied upon Dealertrack's helpful client services department whose personnel have been at-the-ready before, during, and after installation. The partnership between Alderson and Dealertrack's team continues to ensure that each employee understands how to utilize the entire system and that operations run smoothly.

“We still have people coming by and checking on us, spending not just a couple hours, but spending days in the dealership to make sure that we are understanding and utilizing the entire system.”

—David Alderson, President, Alderson Auto Group



Challenges:

- Help the team implement a **more efficient technology** without going over budget.
- **Reduce wasted time** and inefficiencies so Alderson's managers could build and review reports, faster.
- Gain access to a trusted DMS **support team, when and where they needed it** most.

Solutions:

- With an **easy-to-use platform**, Dealertrack DMS increased operational efficiency.
- Dealertrack's web-based system gave managers **access to financial information anytime, anywhere**.
- Before, during, and after installation, Dealertrack service personnel ensured **every employee mastered the DMS technology**.

Results:

- Accessing information is as easy as logging onto a tablet or a home computer, which **saved Anderson Automotive time**.
- Dealertrack DMS allowed Alderson to **manage costs associated with technology**.
- With **top-tier support**, Dealertrack changed the way Alderson does business, allowing them to run operations smoothly and efficiently.

For more information, visit Dealertrack.com/DMS.