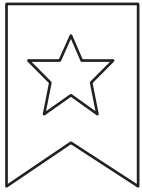


iDMS™

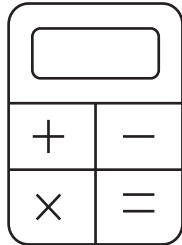
WHAT IS iDMS?

iDMS is a next generation dealer management system that is tailored specifically to the independent/BHPH market. Its web-based design strengthens and increases efficiencies for dealerships in this market. iDMS is highly integrated and includes flexible accounting, inventory management, powerful desking, an integrated lender portal, integrated service shop management, unsurpassed queueing processes, and robust reporting and analytics.



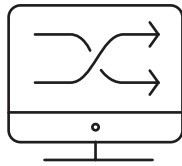
WHAT ARE THE BENEFITS OF iDMS?

- A single login for a streamlined experience
- An intuitive user experience featuring easy navigation based on a customizable user interface
- Mobile optimized and 100 percent web-based with cross-browser, cross-platform functionality
- Seamless integration with DealerSocket CRM and the rest of the DealerSocket technology platform
- Flexible accounting through real-time QuickBooks integration, and GL account creation and mapping
- Powerful inventory evaluation and management with integrated syndication
- Robust desking with an integrated lender portal, in-app decisioning, and custom collections queues for BHPH
- Customizable dashboards with detailed reporting and advanced analytics.



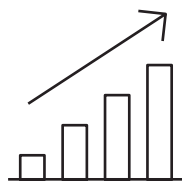
HOW DOES ACCOUNTING WORK IN iDMS?

iDMS is web-based, highly flexible and includes GL account mapping, reason codes and sequence payment types. You also gain greater accuracy and transparency of your accounting processes through real-time integration with QuickBooks Online and Intacct.



ARE THERE CUSTOMIZED WORKFLOWS IN iDMS?

Yes. The powerful automation tools in iDMS enable dealers to create user-centric workflows proven to increase staff efficiency. Better than ever you can streamline your auto dealership with our customizable dashboards, personalized task queues, and a robust reporting engine.



WHAT ARE THE BENEFITS OF AN INTEGRATED SOLUTION?

Take advantage of our integrated platform —iDMS, CRM, DealerFire websites, and Inventory+ to realize a variety of additional benefits and synergies. The many benefits include gaining more valuable customer data to use in future marketing efforts, your inventory data is automatically updated and populated to DealerFire websites, and your credit pulls, and compliance checks are streamlined, saving time for customers and staff.



WHAT HAPPENS TO MY EXISTING DMS DATA?

We recognize the criticality of your data and have created custom processes and conversion tools to ensure a seamless transition. Based on your current DMS, we devise a unique, customized conversion plan with minimal downtime to your dealership.