

# DeMax



## Enterprise Dealer Management Solution

HR Management ✦

Commerce Portal ✦

Financial Management ✦

Trade-in Vehicle Management ✦

Service & Workshop Management ✦

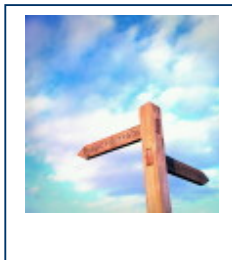
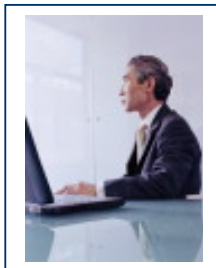
CEO Desktop & User portal ✦

Inventory Management & Control ✦

Order Processing ✦

Sales Force Automation ✦

Marketing ✦



MAXIMIZE  
YOUR  
INVESTMENT

TRACK  
BUSINESS  
PERFORMANCE

INCREASE  
SALES

TURNAROUND  
QUICKER

MAKE THE  
RIGHT  
DECISION....  
AT THE RIGHT  
TIME.



SUNDARAM INFOTECH

...run your business effectively

### Introduction:

The market today is a buyer's market; putting demands on you to innovate and delight the customer in not only to attract them, but also retain them. The focus today, is on innovation, customer satisfaction, value for money, responsiveness, quality and support. In this scenario, there is a strong need for integrated information, accessibility of information, and operational efficiencies to achieve cost reduction and effective decision-making.

DeMax is an Enterprise Dealer Management Software from Sundaram Infotech Solutions. It's a solution that addresses your core business functions and ancillary functions. DeMax comprehensively addresses the functionality required to run your business effectively and is blended with the latest technology to ensure that information is available to you at all times.



...there is a strong need for integrated information, accessibility and operational efficiencies...

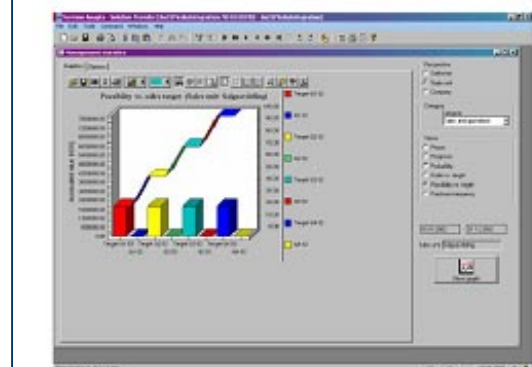


### Manage your Marketing Initiatives:

DeMax enables the following functions:

- ❖ Define your Campaigns
- ❖ A simple campaign structure
- ❖ Integration with the DeMax Project module
- ❖ Defining targets
- ❖ Record the response of your campaigns
- ❖ Perform Cost-Benefit Analysis of your Campaigns
- ❖ Profiling your campaigns
- ❖ Automate your Sales Force
- ❖ Build Your Sales Teams
- ❖ Establish and Monitor Your Sales Targets
- ❖ Generate and Follow-up your Prospects
- ❖ Perform Sales Related Activities & aid Sales Force to work more efficiently
- ❖ Quotation Management
- ❖ Documents Management
- ❖ Monitor Sales Pipeline
- ❖ Analyze Sales Data & Generate reports
- ❖ Order processing & maintaining pricing structure

### SCREEN SHOT



The Sales Management module contains a graphical tool for establishing and maintaining a sales pipeline

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### Managing Marketing initiatives – continued...

- ❖ Forecasting Delivery period
- ❖ Delivery management & Invoice generation
- ❖ Managing trade agreements



### Manage your Inventory...

DeMax enables the following functions:

- ❖ Track your inventories & Monitor inventory levels
- ❖ Manage your stores
- ❖ Forecast vehicle requirements

DeMax provides multiple reports and item card features that enables you to monitor your inventory levels automatically. Through a single window you could see the level of your inventory and the usage of your items for various sales and service orders.



### Service & Workshop Management

DeMax can efficiently manage the service requests and the workshop of your customers. DeMax has a dedicated module for service and workshop management that is closely integrated with the inventory module, planning module and the customer billing module.

Process your Service requests

- ❖ Determine service time automatically
- ❖ Plan & schedule services
- ❖ Generate work orders
- ❖ Monitor progress of service requests
- ❖ Find out efficiency of workshop
- ❖ Manage warranties



**DeMax** is from Sundaram Infotech, a business division of Sundaram Finance Ltd.

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## Managing Trade-in Vehicles

To aid you to run exchange campaigns, DeMax provides you with the feature of trade in vehicle management. This enables you to run exchange offers and manage the vehicles received as exchange (known here as trade-in vehicles).

- ❖ Estimate total cost of trade-in vehicles
- ❖ Quantitative evaluation
- ❖ Purchase order generation



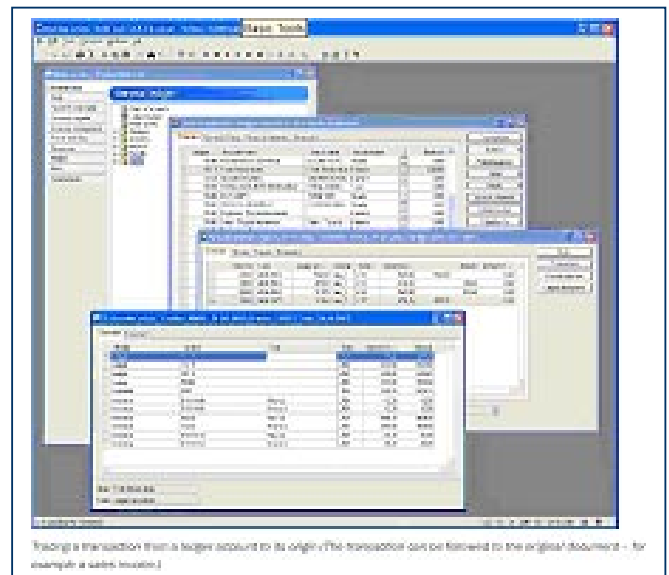
## Financial Accounting & Management

The financials module of DeMax is integrated with all the other modules and helps you to automate many of your financial practices and procedures according to your needs. **DeMax addresses the complete functionality of accounts payable, accounts receivables, general ledger, bank management and fixed assets.**

### Broad features

- ❖ Tightly integrated with all other modules
- ❖ Extremely flexible to suit your requirements
- ❖ Helps you drill down to specifics/ consolidate at macro level
- ❖ Power your financials using dimensions

DeMax enables you to analyze financial information with multiple perspectives, which would be very useful for decision-making



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## Human Resources Management

An agile human resource management system can help you quickly evolve your organization to meet the challenges of a fluctuating business environment. DeMax helps you gather and structure employee information and support their development, maintain an overview of your organization and create the right internal environment to drive your business forward.

- ❖ Define Organization Structure
- ❖ Manage Payroll Information
- ❖ Handle recruitment process
- ❖ Training & Development

### CEO Desktop:

This feature gives all the crucial information at your fingertips. CEO desktop is a graphical, easy to navigate screen wherein all the key summary information related to sales, purchase, vehicles inventory, parts inventory, sales pipeline, bank status etc is provided. Data drill downs for analysis of any figure is also provided. From here, the CEO can navigate into his appointment book, check out the related websites or browse through any reports to know the exact status of his dealership in real-time

## Web Interface

User Portal of DeMax delivers all the critical information employees need on their own homepage, helping them become more productive. All that's required to access the specific data they need is a Microsoft browser. With User Portal it's easy for your employees to access data in DeMax, no matter where they're working. Remote users, such as traveling sales representatives, can immediately access their customized home page with the information they require from Navision to complete their task.

User Portal saves your employees time by giving them instant access to the information they need to do their job, making them more efficient.

### **DeMax – Salient Features**

- Comprehensive
- Easy to use
- Strong tools for Business Analysis



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