



VAST Enterprise Retail

Software for Auto Service
and Tire Dealers

Driving Business Performance

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Company Background

Established Reputation

Founded in 1984, MAM Software has established a strong reputation as a leading provider of professional business management systems and data solutions to the Automotive Aftermarket (AAM). This reputation is built upon our ability to consistently deliver reliable, innovative and economical software solutions that bring competitive advantages and increased profitability to our customers.

The Aftermarket

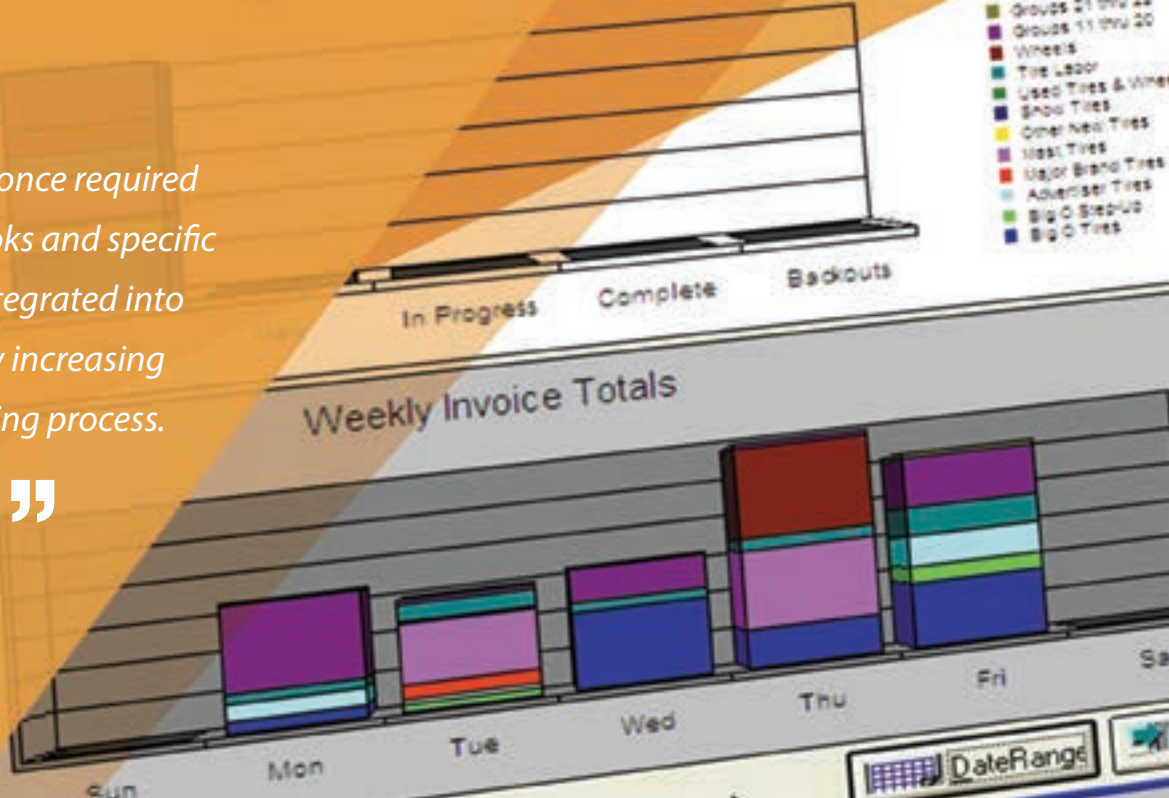
MAM enterprise systems are used and recommended by many of the leading businesses within the AAM. All told, thousands of companies – from single-site operations to multi-user, multi-site organizations – rely on MAM Software to manage their business. Our customers operate throughout the aftermarket in sectors such as:

- ▶ Parts warehousing
- ▶ Hard parts warehouse distributors
- ▶ Hard parts jobber wholesale and retail
- ▶ Body panel warehouse distribution
- ▶ Automotive electrical repair and distribution
- ▶ Undercar warehouse distribution
- ▶ Performance parts distribution
- ▶ Heating and cooling parts distribution

“ Several steps that once required calculators, phones, books and specific web tools are now all integrated into one screen, dramatically increasing efficiency in the estimating process.

Jason Allbert
Precision Tune Auto Center

”

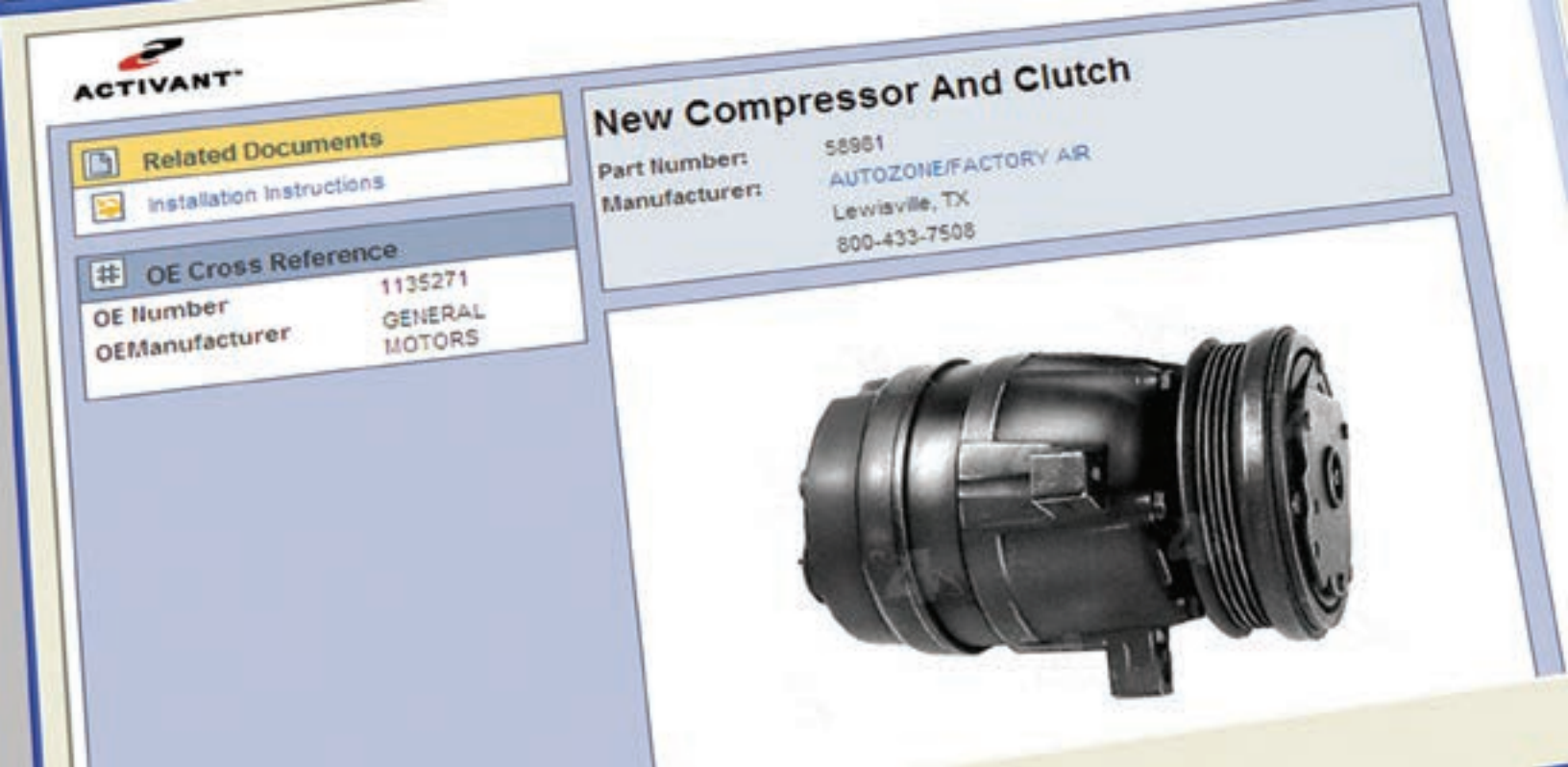


Overview

VAST is a point of sale and management system for single and multi-location tire dealers and auto service shops that drives new revenue growth and generates incremental profits, while helping to improve customer satisfaction, service, and productivity. MAM Software currently services over 450 customers representing over 1,900 locations, with features and benefits that drive success.

VAST POS is a powerful, yet easy to learn and use Windows based application built upon years of experience working with hundreds of tire dealers, franchise, chain, and independent service dealers. VAST's integrated parts catalog and labor guide speed up the estimating process and ensure accurate and profitable jobs. With its seamless connectivity to MAM Software's e-commerce solution, shops can instantly see part and tire availability at participating suppliers, and place hot shot orders from directly within a work order.

- ▶ Activant or WHI 3rd party parts catalogs
- ▶ CarQuest, Napa & AutoZone catalogs
- ▶ Labor guide with variable hourly rates
- ▶ OEM factory maintenance schedules
- ▶ Automated FSM part and labor estimates
- ▶ Tire guide with plus sizing and inflation
- ▶ Tire selling screen with features/benefits
- ▶ e-Commerce with part and tire suppliers
- ▶ Customer history including declines
- ▶ Graphical appointment calendar
- ▶ Profitability display on each work order
- ▶ Marketing follow-up and reminders



Streamline the Repair Estimating Process

Point and click on VAST's seamlessly integrated Activant or Wrenthead parts catalog and labor data to create an accurately priced out estimate in seconds

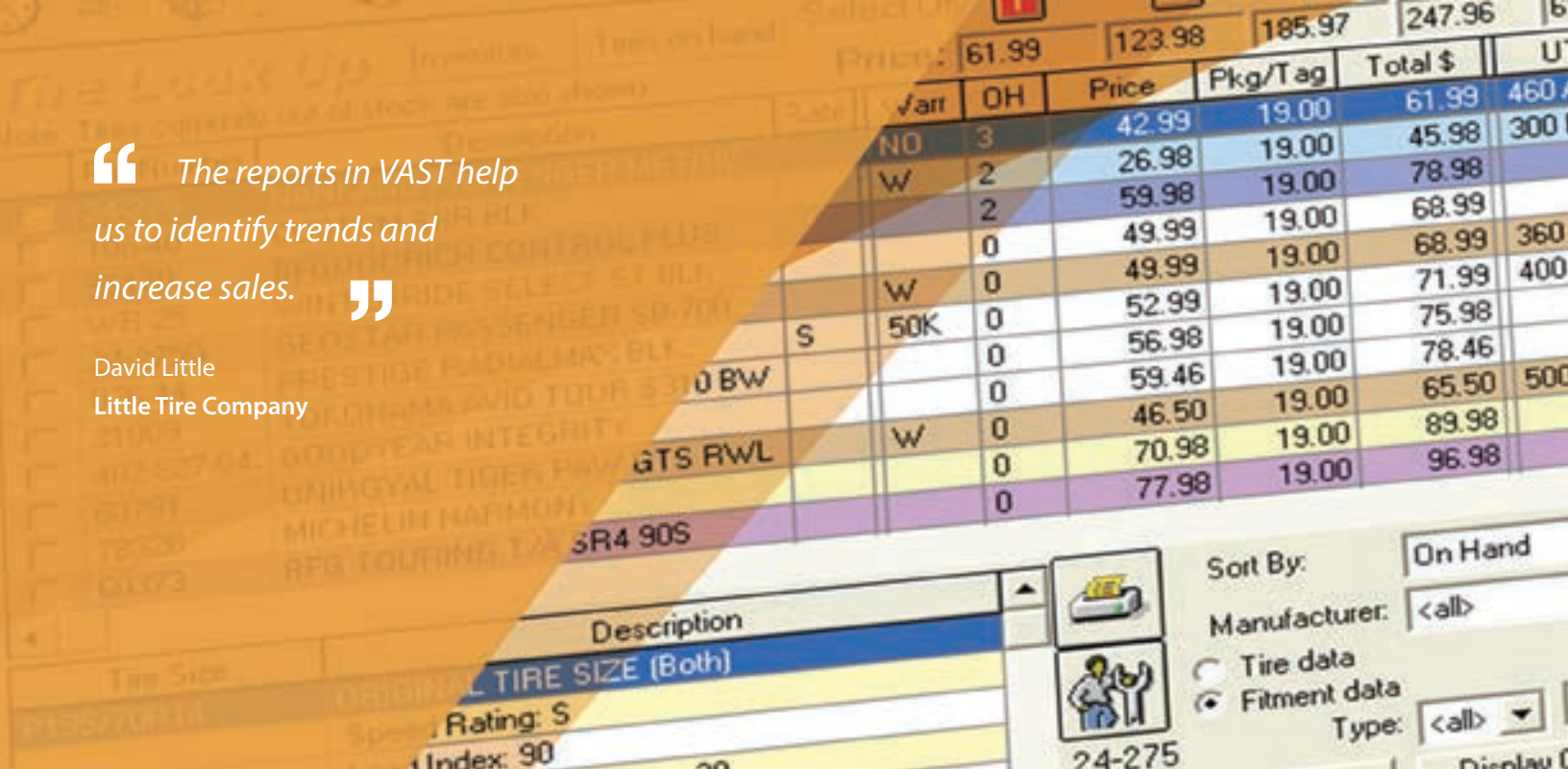
VAST has an assortment of easy to use estimating tools to increase average profit for repair orders, ensure consistent pricing and achieve desired margins. They also allow you to capture up-sell opportunities with package jobs, complete factory maintenance services, and automate shop supply, disposal and environmental fees.

Key features

- ▶ Select your primary and alternate vendors in either Activant or Wrenthead parts catalogs
- ▶ Choose optional supplier catalogs such as CarQuest, Autozone or NAPA online
- ▶ Access online part images, vehicle specifications and installation information
- ▶ Build a vehicle specific parts and labor estimate for factory scheduled maintenance in less than one minute
- ▶ Get automatic alerts for previously declined part and labor services
- ▶ Create packages for canned jobs with automatic lookup of parts in the catalog
- ▶ Automatically price out jobs for fleet and commercial customers with contract pricing
- ▶ Color coded and numeric Profit Meter ensures each job / invoice meets target margins
- ▶ Create global selling prices by margin or use cost multiplier on outside purchases
- ▶ Multi-location enterprises see real time inventory on parts and tires at nearby stores

“ The reports in VAST help us to identify trends and increase sales. ”

David Little
Little Tire Company



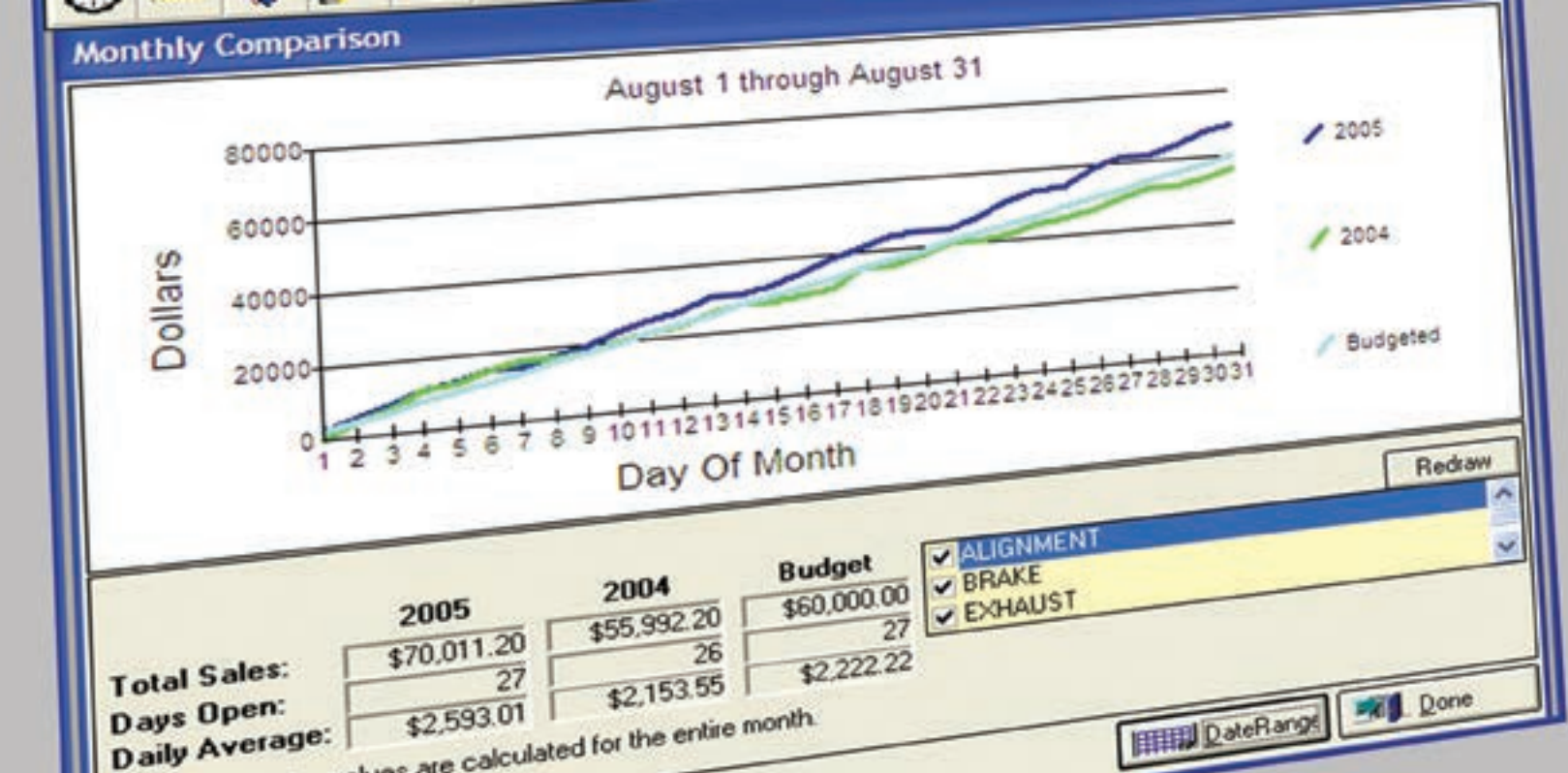
Quickly Quote and Sell the Right Tires

VAST’s unique tire feature / benefit selling system turns “C” associates into “A” associates and guides them to sell the right tire at the right price

VAST’s tire window was designed by tire selling professionals who recognize the difference between giving quick quotes on the phone to encourage a visit, versus the in-store process of offering the right tire based on the customer’s driving habits and performance criteria. Maximize profit margins by selling the right tire.

Key features

- ▶ Hot key to a quick tire quote, with a lookup by size or by year, make, and model
- ▶ User customizable tire selling window with features / benefits, speed rating, pricing, warranty and numerous other tire attributes
- ▶ User customizable sort criteria, color coding, and filtering by tire line
- ▶ Detailed breakdown of tire add-ons or automatic out the door pricing
- ▶ Link to tire manufacturer web pages or tire data sheets provided by MAM Software
- ▶ See tire supplier inventory and price online by size or manufacturer – one click to order and automatically put the tire on an estimate with labor items and road hazard (optionally)
- ▶ Create customized training scripts that guide the associate through the proper telephone technique and tire selling process
- ▶ VAST’s tire and service modules can be seamlessly connected to MAM Software’s B2B and B2C web applications for generating new wholesale and retail revenue



Closely Monitor Sales and Labor Productivity

Owners and managers have access to tailored reporting that provides the information they need to reward performance and make timely decisions

VAST has over one hundred standardized and customizable reports and graphs covering all aspects of an auto service and tire business. In addition, a built in Ad Hoc Report Writer gives an owner powerful access to all information in the database for highly customized reports or data export/import into Microsoft Excel.

Key features

- ▶ Pop-up graphs display technician productivity and sales performance by date range, including monthly and yearly sales comparisons to last year and to budget
- ▶ Numerous outside purchase reports to monitor and control buyouts, including core tracking and vendor statement reconciliation
- ▶ Audit and employee theft deterrent reporting
- ▶ Coupon tracking reports to measure return on advertising investment
- ▶ Gross margin reports to monitor profitability
- ▶ Technician time clock, productivity and commission reporting, supporting flat rate, % of sales, and SPIFF incentive programs
- ▶ Salesperson and manager sales reports
- ▶ Automatic end of day user selectable reports
- ▶ Comprehensive reporting on sales and key performance indicators, sales tax, backouts, tire and part sales, royalties, receiving, inventory, warranty, zip code, accounts receivable, etc.
- ▶ Goodyear delivery receipt and credit adjustment reporting

“ We are fans of the VAST point-of-sale system because it was easy for our team to transition from GBMS to VAST.”

Tom White
Tiresource



Customize VAST with Optional Modules & Features

MAM Software offers several add-on modules to ensure that each customer gets a system that meets their budget and functionality needs

- ▶ Add VAST Multi-Store if you have multiple locations and want to benefit from a comprehensive back office application, which centralizes and consolidates data for performance reporting, inventory management, A/R, pricing, accounting integration and more
- ▶ Add VAST Enterprise Wholesale if you also have a tire wholesale operation
- ▶ Goodyear Tire HQ integration for seamless national account processing, credit reconciliation and purchase order transmission
- ▶ Quickbooks, Microsoft Small Business Financials, Microsoft Dynamics GP (Great Plains) accounting integration
- ▶ Credit card processing – VAST supports the ability to process credit card transactions through the POS application
- ▶ Signature capture authorizations – Capture an electronic signature for authorizing work orders as well as finalizing invoices. Signatures print on final invoice as well as emailing or faxing from history



Connect to Part and Tire Suppliers

VAST's seamless connection to part and tire suppliers enables a dealer to see inventory and place orders in seconds, from directly within a work order

VAST has been designed to integrate with MAM Software's e-commerce solution, OpenWebs, to enable the buying and selling of parts and tires via the Internet. Improve profits by taking advantage of discounts offered by many national and local suppliers by doing hot shot and stock orders, from within your VAST POS system.

Key features

- ▶ Compare pricing by checking multiple suppliers for needed parts and tires
- ▶ Search a tire supplier's inventory for all products in a given size or manufacturer
- ▶ Download new product and price updates from your supplier and automatically add them to VAST POS and VAST Multi-Store systems
- ▶ Online ordering through OpenWebs is compatible with most major networks, such as AConneX, IAP, NAPA, CarQuest & AutoZone
- ▶ MAM Software's optional Business to Consumer (B2C) module can be used by customers to create on-line quotes that are automatically routed into VAST POS as open estimates
- ▶ MAM Software's B2C module can be used by customers to request appointments
- ▶ MAM Software's Business to Business (B2B) module lets a tire wholesaler drive revenue growth with independent tire stores and car dealers by fulfilling web orders from a warehouse or any store location running VAST POS

“ VAST enables us to be more pro-active with our database marketing.”

Mike Holmes
Virginia Tire & Auto

Description	Qty AV	Qty OO	Order QTY	WD QTY	Cost \$	Action	MOT
Contact AS 90S BSW	0	0	4	100	78.50	<input type="checkbox"/>	
GLS 91T BSW	0	0	4	100	65.35	<input type="checkbox"/>	
Weather-Master S/T2 91S	0	0	4	100	63.28	<input type="checkbox"/>	
Landsetter SE 90S WSW	0	0	4	100	59.66	<input type="checkbox"/>	
Landsetter SE 90S BSW	0	0	4	100	70.28	<input type="checkbox"/>	
Cobra Radial GT 90T RWL	0	0	4	100	80.38	<input type="checkbox"/>	
Radial T/A 90S RWL	0	0	4	100	120.61	<input type="checkbox"/>	
HydroEdge 90T BSW	0	0	4	100	757.06	<input type="checkbox"/>	
Traction T/A 90T BSW	0	0	4	100	94.18	<input type="checkbox"/>	
Lifeline Touring SLE 91H	0	0	4	100	176.32	<input type="checkbox"/>	
Control Plus 90S BSW	0	0	4	100	179.84	<input type="checkbox"/>	
Agility 90S BSW P195/70R14	0	0	4	100	206.08	<input type="checkbox"/>	
Winter Slalom 90Q WSW	0	0	4	100	81.00	<input type="checkbox"/>	
Lifeline Touring SLE 91T	0	0	4	100		<input type="checkbox"/>	

Profit from New Revenue Sources

MAM Software continues to add new features to its software and e-commerce applications, designed to help our customers increase revenue and profits

Tire and auto service customers look at more than just price when choosing a service facility. Earn their loyalty and repeat business by offering the most efficient and convenient service. Use MAM Software’s VAST software, B2C and B2B Internet capabilities to gain a competitive advantage in the market. If you don’t, your competitor will.

Key features

- ▶ MAM Software’s B2C module can be used by customers to place orders and request appointments
- ▶ Tap into the huge fleet and commercial market by addressing their special service needs, data capture rules, contract pricing, and billing procedures
- ▶ Increase revenue while building customer loyalty with targeted email/print service and maintenance reminders, or export to 3rd party mailing programs such as CustomerLink, MailMark or Bluewater
- ▶ MAM Software offers complete setup, training, data conversion, and help desk support services to ease the transition to VAST
- ▶ Leasing plans available to spread the investment in VAST over 3-5 years
- ▶ Ask us to do a free ROI analysis to see if an upgrade to MAM Software’s VAST and e-commerce products could pay for itself



Driving Business Performance