Empower Your Dealer To Be a Leader!
DMS – Challenges & Benefits

• A Principal – Dealer Ecosystem is a very complex one with direct impact on the Customer. It is important for dealers to
  • Have an improved Sales Forecasting, based on real-time sales inputs
  • Have Stock Visibility and Inventories at dealerships
  • Increase revenue through higher number of converted opportunities and customer retention
  • Effectively control and monitor of the business for a better and decision making
  • Provision Online onboarding, test and certification of dealerships
  • Have complete ownership including maintenance, trainings, remote helpdesk and sustenance
Ramco DMS is a cloud-hosted, integrated solution that helps Dealers:

- Optimize resources
- Increase customer satisfaction
- Maximize potential for revenue generation
Ramco DMS Offering

The End to End activities of a Dealer are covered through the following Modules

Dealer Management System (DMS)

- Sales Management
- Analytics
- CRM
- Finance
- Service Management
- Spares Management
- Dealer Development

R-DMS brings it all together

- Contextual to the Needs of each Type of Partner
- Minimal Capex investment
- Pay as you use Subscription charges
- All you need is a browser
R-DMS Platform

- Ramco Reporting and Intelligence platform
  - Dealers
  - Franchisee
  - Subsidiary
  - Sub-Contractor

- Ramco Connected Enterprise Platform

- Ramco Integration Platform - iRIS

- Legacy Application / ERP

Seamless information availability

Connect your different partners

Integrate your Legacy applications
DMS Setup and Integration (Deployment Architecture)

- **DMS Setup**
  - Parts PO by Dealer
  - Parts Sales Invoice by Principal
  - Model PO by Dealer
  - Model Sales Invoice by Principal
  - Claims (Warranty and DSI Claim)
  - Returns (Purchase, Sales and Invoice)
  - IDT to Other Dealer
  - Through Inheritance

- **Outside DMS**
  - Parts PO by KPD
  - Parts Sales Invoice by Principal
  - Masters
  - Through SFTP

- **Principal Core Business (ERP)**
  - Principal DB
  - Control Unit
  - HO
  - AO

- ** Dealers **
  - Dealer 1
    - Dist.
  - Dealer 2
  - Dealer 3
  - Dealer 4
  - Dealer 5
Value Proposition

**OEM**
- Process Standardization (Sales, Service & Spares)
- Complete Visibility on Supply Chain Information
- Selective information gathering
- Ramco DMS co-exist with Principle ERP Systems
- Scalable / Module wise Reports (15 Principal Reports)
- Principle can use modules viz., CRM & Warranty Management

**Dealer**
- Increase Operational Efficiency
- Improve Revenue Generation by High Customer Retention
- Approval Mechanism through Principal (RO/AO)
- Warranty Claim Management
- Scalable / Module wise Reports (100+ Dealer Reports)
- Real Time Stock Availability (Vehicle/Parts)
Unique Selling Proposition (USP) of Ramco DMS

• Cloud-hosted solution offering: Sales, Service, Parts, CRM, with an excessive OEM Integration Touch Points built in.

• Best In-Class Processes and Practices in place resulting in high Productivity & Efficiency across Dealer Network

• Suitable for any OEMs and Multi-Franchisee Dealership Outlets

• Cost-Effective ‘Pay-Per-Use’ i.e., Subscription Model

• Online On-Boarding, Provisioning, Test and Certification of Dealerships

• Complete ownership including Maintenance, Trainings, Remote Helpdesk
Mobility

Access ERP screens on Mobile

- Sales Management
- Service Management
- Spares Management
- Customer Relationship Management

Manage Critical operations – Anytime, Anywhere

Download App

Approval & Alerts

Attach Images
Sample Dashboards

Parts Ageing Analysis

Sales Enquiry Information

Service Job card Status
Case Study – DMS Customers
A LEADING TRACTOR MANUFACTURER IN INDIA

Providing an integrated Dealer Management System, including Vehicle Sales & Purchase, Service, Parts, Warranty, Dealer Development & Finance to connect Principal's extended dealer network

- Comprehensive DMS offering
- 1560 Users
- 310 Dealers across India
- Global Scalability
DMS Roll out in just **6 Days** @ each Dealership

341 Users: Dealer 318, Principle 23

53 Dealerships + Depots

100 + ARI Reports

120 + Intg. Touch Points thro’ IRIS

2 member Team per Roll out

2 -3 Rollouts In parallel per week

- **Gujarat**: 13+2 Dealers
- **Andhra Pradesh**: 9+1 Dealers
- **Telangana**: 4+1 Dealers
- **Tamilnadu**: 3+1 Dealers
- **Karnataka**: 17+2 Dealers
- **Gujarat**: 70
- **Andhra Pradesh**: 34
- **Telangana**: 62
- **Tamilnadu**: 12
- **Karnataka**: 140
Thank you