The *ONLY* Intelligent Choice for Automotive Business Excellence

Power Your Data with

DataLynx

PowerYourData.com

Corpim

Intelligence Made EZ

Helping automotive service and tire companies compete smarter

"Work smarter not harder". To be successful, we know this saying is true, but when you're in the day-to-day trenches, this phrase often seems counterintuitive.

To help our clients work smarter every day, Corpim created **DataLynx Online** a fully hosted solution for automotive service and tire companies that ***enhances your existing business systems***:

- ✓ **Streamline** and simplify operations
- ✓ **Reduce** costs
- ✓ **Deliver** powerful cross-company insights
- ✓ **Create** competitive advantages
- ✓ **Grow** your company

Corpim's DataLynx Online retrieves the data your company, and your vendors, accumulate every day. Leveraging advanced technologies such as custom-developed **Machine Learning (ML) models**, DataLynx Online transforms your business data into **intelligence** that automates labor-intensive manual tasks and provides powerful, cross-company insights. Key intelligence is **delivered** to your team members to help them work smarter every day.

Client Benefits

- Up to 50% reduced staff time
- Decreased back-office costs
- Greater cross-company transparency
- Average 70% decreased complexity
- Seamless support for growth
- Next day parts reconciliation

Learn more at poweryourdata.com

Capabilities

We partner with our clients to continually develop capabilities that provide competitive advantages, focusing on capabilities that your existing business systems don't support. This is what we do better than anyone else.

DataLynx Online Core

Core features include automatic delivery of multi-store dashboards and reports including Sales, GPM, Goals, Projections, Products & Services, Employee Performance, Customer Analysis, Vehicle Analysis, and more.

DataLynx 365

AI-enabled analytics accessible from your existing M365 tenant via Microsoft Power BI.

Employee Compensation

Automated, daily calculation of employee compensation with multiple templates for clock, flat, salary, commissions, and more. Direct integration with Paychex.

Parts Reconciliation/Traceability

NEW

Integration with key parts vendors to facilitate automated AP reconciliation as well as traceability to RO's to **avoid overpayment** and maintain **target gross profit** on parts.

Customer Reviews/Online Reputation

SureCritic integration to deliver customer reviews daily, manage customer satisfaction, and integrate online reputation statistics with your existing dashboards. Additional system integration is available by request.

CRM Marketing Integration

Target segmentation and powerful performance measurement for your existing CRM Marketing system.

Problems Solved

No More Manual Spreadsheets

All your analyses are automatically generated and delivered via email to the team members that need information.

You also have the option to receive your automatically generated reports and dashboards in Excel format, Word, PDF, PPT, TIFF, CSV, XML, and Data Feed as well as exporting within interactive reports.

Transparency and Timeliness

Having trouble getting your hands around your entire organization? Does summarizing your company data for decision-makers take hours or even days?

DataLynx Online delivers **action-oriented** dashboards the same day, **summarized** for your team to quickly exploit.

Managing Staff and Labor Costs

Have extra staff just for crunching performance numbers? Or having trouble right-sizing store staff on a day-to-day basis?

DataLynx Online not only assumes the role of crunching numbers from across your key business systems for you, but it also calculates your employees' gross **compensation daily** providing your management team with the intelligence they need to make scheduling corrections while there is still time to meet goals such as % of labor vs. total sales.

At the end of your payroll cycle, finalize gross pay and transmit it to your payroll system.

Managing Goals

Without well-defined goals and a way to easily track your progress, you won't be successful.

With **35 prebuilt goals** specific to your industry, and plenty of room for more, simply update daily, monthly, average, and YOY goals for each of your stores. DataLynx Online does the rest, capturing your goals vs. actual with **traffic light** indicators, as well as **forecasts**, to help keep your team on track.

Enabling Growth

Planning growth through acquisitions? Growing quicker than your team can manage? Need a **growth strategy**?

Once you acquire new stores, simply plug-and-play. Because you've already established how you want your organization to run, adding new stores takes no effort.

If quick growth produced complexities that are weighing down your staff and budget, DataLynx Online will quickly reduce these complexities and costs across your company while providing your staff with flexible templates to streamline tasks.

Data in Multiple Business Systems

Pulling data from multiple business systems to get a complete picture of your company?

DataLynx Online **merges data** from your key business system automatically to build you a **full picture** of your business every day: Point-of-sale, payroll, customer satisfaction, online reputation, parts vendors, marketing, and more.

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About Corpim

Corpim revolutionizes how intelligence is organized and delivered through experienced architecture leadership, modern data tech services & platforms, and industry-specific SaaS software products. Corpim professional services specializes in digital, cloud and data intelligence serving clients across North America, South America, and Europe.

Visit us at **corp-im.com**.

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More Information

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