

BESPOKE AUTOMOTIVE RETAIL SOLUTIONS

Experts when it comes to automotive business solutions,
we've got the right solutions for your business.





ABOUT US

Magna Systems Limited was founded in 2017 by Joe Lake and Paul Mellings to provide innovative solutions to the automotive industry. We have built a strong team of automotive professionals and have worked on projects for OEMs, Retailers and groups across the UK, Europe and the Middle East.

Our team of experienced automotive consultants, supply world-class, leading consultancy and managed services, worldwide. We pride ourselves on only working with automotive retail solutions that we believe in, so we can offer the very best to our clients.

We genuinely have the skills to help your business. Our team includes members with OEM consultancy accreditation and business and IT consultants who can help with every step of your business processes. Because

we are specialists in our field, we allow total flexibility when it comes to automotive business consultancy. Our team understand that the automotive landscape is constantly evolving, and we are here to help your business adapt to ever-changing requirements.

All our automotive retail solutions are bespoke and tailored to suit your exact needs. We understand that no two businesses are the same, and so our IT and business support is fully flexible.

HOW WE CAN SUPPORT YOUR BUSINESS

Offering automotive retail solutions and business consultancy

At Magna Systems, we offer automotive retail solutions and business consultancy for organisations of all shapes and sizes. We work closely with OEMs, dealer groups and retailer networks to ensure smooth business operations every single day. From lead generation to client retention, we offer full-service automotive retail solutions that are designed with your business in mind. Whether you need automotive IT support services, digital marketing assistance or accountancy support, we've got you covered.

Our support includes:

- Automotive Business Consultancy
- Aftersales Support Services
- CRM Support
- Data Cleansing Services
- Digital Marketing Services
- Accounts Support
- Implementation Partner Services
- Automotive IT Consultancy
- Automotive Training
- Automotive IT Solutions
- Automotive Services





AUTOMOTIVE BUSINESS CONSULTANCY

Our diverse team of consultants have helped many OEMs, Dealer Groups & Retailers, across the UK, Europe and the Middle East.

We are experts in automotive business consultancy. We have a skilled team of consultants who have helped businesses of all shapes and sizes to thrive.

If you require automotive business consultancy, you have definitely come to the right place. Each of our Consultants has over 10 years industry experience supporting the automotive network worldwide and specialising in both OEM & DMS support.

We offer our consultancy on a retainer or ad-hoc basis, with both remote and on-site options available to suit your needs.

We offer consultancy across all automotive operations, including;

- Change management
- Report writing
- Business optimisation
- Coaching
- Webinar workshops
- Training
- Business process mapping
- Development modelling
- Group managed services.



AFTERSALES SUPPORT SERVICES

After sales is becoming increasingly important for dealerships retail, whether it's with new or used vehicles. This is an opportunity for building strong relationships with your customers as well as being a significant value generating activity. Creating a robust aftersales activity programme will help you succeed in gaining both loyal customers and increasing

your profitability. At Magna, we can help you to evolve your aftersales efforts. Whether you are looking for assistance with IT systems and support, help with enhancing business processes, internal training, marketing, or managing your DMS systems to improve productivity - then come and talk to us.

CRM SUPPORT

Our CRM Consultants support retailers across the UK, to ensure their databases contain only integral information which will support marketing efforts, to help you maximise the effectiveness of your campaigns and customer

communications. We believe the best place to start is with your database. To ensure your database is in the best possible condition we can provide various types of cleansing to suit your needs.

DATA CLEANSING SERVICES

We understand the automotive industry and the enormous challenges of keeping data up to date. To ensure your database is in the best possible condition we can provide various cleansing options to suit your needs.

Our data cleanses include;

- Owner cleanse
- MOT cleanse
- Plate changes
- Scrappage
- Registration date
- Setting dormant customers to inactive
- Removing old vehicle records from your system.

We also offer general 'housekeeping' support, such as the removal of invalid entries in fields (typing N/A in the email field), spelling mistakes in email addresses, and the removal of Fleet, Lease Company and BCA vehicles.

Our Data Cleansing options are available to retailers using the Autoline Drive DMS, and to Autoline Rev8 retailers with access to Ascii Import.

We offer a **FREE DATA HEALTH CHECK** that will provide information and identify any gaps you have in your data.

DIGITAL MARKETING SERVICES

Our business development team are experienced and skilled in creating campaigns which are engaging, exciting and high converting. Whether you need retail campaigns or aftersales service, we can help. Our team will provide their knowledgeable advice and support on what makes an effective marketing campaign for the automotive industry. Using our experience in providing automotive retail solutions, we can create targeted and well thought out marketing communications for your customers.

Our team can develop professional and bespoke HTML templates to emulate your brand standards. Our Campaign Manager helpdesk allows retailers to log a campaign request, and one of our expert CRM consultants will produce your campaign using bespoke HTML templates within 10 working days of the campaign request.

Outsourcing your CRM to Magna Systems ensures you save time and revenue by not needing to employ a full-time resource in-house.



ACCOUNTS SUPPORT

Our Vehicle and Accounts Consultants are experts in the automotive and accountancy arena and understand the struggles retailers can face within their accountancy operations.

We offer both remote and on-site accountancy support, beginning with an Accounts Health Check so we can identify and prioritise the areas in which support should be provided.

Our Consultants are skilled in operating the accounting elements of your DMS and can ensure you're maximising the features you have at your disposal, but may not be utilising.

Support includes;

- Posting Tables
- Franchise Data
- EOD Errors & Balancing
- Vehicle Reconciliation Errors
- Cash Flow
- Stock Management
- Month End Accounts
- New Franchise Accounts Set-up.

We can supply an Accountancy Consultant on a Managed Service basis and on an ad-hoc basis to suit your business needs.

IMPLEMENTATION PARTNER SERVICES

Magna Systems employs a wealth of experience, across DMS vendors including Kerridge, CDK and Keyloop, as well as expanding our expertise into other DMS providers.

We also have access to a range of APIs into various Manufacturers & Dealer Management Systems, (through our partnership with Otolink), enabling direct integration between your processes and various third-party products and services.

If you are implementing a new system or process, or bringing on a new site, Magna

Systems will provide expert training, handhold, and support. This service will be overseen by a Senior Magna Systems Project Manager, and all work will be conducted by our expert Automotive Industry Consultants.

With our vast experience, we are able to fully tailor each implementation project exactly to your specific requirements. We will put in place a bespoke support mechanism to ensure a successful transition to your new process or service. We have a dedicated Business Support Desk, allowing our partners to gain access to Magna Systems' consultants instantly.

IT CONSULTANCY

No matter what the industry of your organisation, we can help with our IT consultancy services. We offer everything from a simple hardware installation to a fully managed IT infrastructure. Our team at Magna Systems have years of IT experience and are specialists in helping businesses to operate efficiently. Our 24/7 network operations centre means that your systems are proactively monitored all the time, so you can rest assured your business is in safe hands.

Our IT consultancy services include:

- Outsourced IT support
- Back-up solutions
- Cloud solutions
- Wireless networks
- Phone systems
- IT training
- Print solutions
- Software integrations
- Proactive monitoring
- Remote desktop services.

AUTOMOTIVE TRAINING

The automotive retail world is constantly evolving to meet the increasingly high expectations of its customers. From the systems used daily, the ever-changing products and services, to the way we sell; face-to-face, or in more recent years, online or via video link.

The key to meeting these needs is training. With our combination of professional training skills and knowledge, and deep-rooted industry experience, we are the ideal partners to ensure that the learning and development support you

provide to your business, guarantees you are in the best position to succeed. No matter how challenging the future is.

Providing the opportunity for continual development for your teams, ensures that they have the relevant skills and knowledge, improving your chances of holding on to your best people and placing your businesses in the strongest position to grow and develop.

AUTOMOTIVE IT SOLUTIONS

At Magna Systems, we work closely with many automotive partners to help deliver and support software solutions.

Whether you need a new DMS, require some assistance with your existing CRM, or want to see more business intelligence data, we've got you covered. When it comes to IT support and automotive retail solutions, our services don't stop at software.

We can also help source the most appropriate IT hardware for your business. If you need new PCs, laptops, monitors or tablets, our team at Magna Systems can help you find the best equipment for the job. We can assist with IT project management, so if you are opening a new location or implementing a new solution, we can manage your project from start to finish.

We can support you with;

- Unlimited IT Support with Remote Monitoring
- Microsoft 365
- Server Modernisation
- Computer Upgrades
- Modern 3CX VoIP Telephone System

Our automotive IT support services help to keep your business running smoothly, improve productivity among your team and boost sales and revenue. We are experienced in helping both automotive retailers and manufacturers with IT support, so no matter the nature of business you are operating, we are here to help.

OUR STRATEGIC PARTNERSHIP WITH AUTOBI

Delivering unrivalled intelligence to your business

We work together with AutoBI in partnership to bring to you their leading range of automotive business intelligence solutions. AutoBI understand the critical information that really shows how retailers and groups are performing. This information can often take hours to find and analyse. So AutoBI have created a solution by building a platform to do the hard work for you.

AutoBI's system provides real-time actionable insights and understand the automotive industry bringing first rate solutions for the motor industry.

They recognise the transformative power of your data and the difference that analysis of that data can make to individual businesses. The team knows the critical insights that can highlight how well, or not, Retailers and Groups are performing – and the dashboards bring this information front and centre so you can react quickly.

This partnership will enable you to access the information you need to be able to empower your teams to work smarter and generate tangible improvements to the bottom line.

AutoBI, like us, are **Automotive Experts**, working in the automotive trade for years and understand what information will drive your business forward. They are **Business Intelligence Specialists**, when it comes to automotive business intelligence, they have been there and done it.

Through this partnership you are able to leverage our combined experience to help solve your problems.



GET IN TOUCH TODAY

To find out more about how Magna Systems can help your automotive business, get in touch with our team of experts today. We are on hand to discuss your unique business requirements and offer our specialised advice and guidance.

Book a Discovery Call with us to find out more about how Magna Systems can help and support your business.

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