

Why BiT Marine Software?



BiT Marine Software is arguably the most valuable **asset** your business will purchase. This dealer management system will track, monitor, control, and drive nearly every aspect of your business to the specifications you require. BiT Marine Software is developed by marine industry and business professionals who are focused on making your marine business thrive in any market.

BiT Marine Software strives to not only provide our dealers with the most powerful, easy to use, yet cost effective management system available, but also to provide valuable knowledge, experience, and consultation to maximize your dealerships potential. With our system you not only purchase the best software available, but you have the ability to draw on our years of experience in the marine industry. We enjoy a robust and mutually profitable relationship with our dealer network. We constantly receive feedback from our dealers and design enhancements to continuously improve our system and add value and functionality to our product.

We have numerous dealers in the *Boating Industry Magazine* "Top 100 Dealer" award program. To attain that recognition, the dealers need to be the best at what they do. Our software system is a means to that end.

The BiT Dealer Management System is extremely versatile and powerful. The following document simply highlights **a few** of the benefits of our software, and our organization. To get a complete understanding of what we can do for you, please contact us for a free trial version or a live on-line demo of our software.



To begin with, a brief overview of how BiT Marine Software is structured.

BiT Marine Software is arranged into modules. Each module is focused on a particular department that you might find at a marine dealership. The Modules are as follows:

Parts & Accessories with Point of Sale

This module controls your parts & acc. inventory. You can sell, order, receive, track, transfer, and report on all of your stock inventory as well as your vendors. There is a great Point-of-Sale interface within this module. This easily interfaces with bar code scanners & cash drawers.

Service Department

The Service Department module manages, records, and tracks all aspects of your service department. This includes technicians and their efficiency, customer and customer unit information, service invoicing, unit service history and so forth.

Management Accounting

This module integrates with all the other modules eliminating the need to manually post daily invoices, work orders, parts transactions or boat sales. Our extremely powerful report generator makes managing all of your departments (and multiple locations) a breeze.

Wet / Dry Slip Management & Contracts

Slips/Dry Stack management handles all the physical location, reservation & wait list, launch request, billing, and contract aspects of your slip, dry-stack, or even rental business of your dealership.

Customer Service

Track and report CSI surveys, setup automated follow-up for sales, service, and prospecting. Create and track campaigns and surveys for all the departments. This makes contacting, tracking, and following up with all of your various types of customers extremely efficient and simple to manage.



Departmental Integration

One of the most common problems dealers face is getting your departments to work well together. The Service department is always complaining that the Sales Department didn't give them enough notice. Sales complains that Service didn't tell them that new boat they are selling isn't ready on -time, and the Parts Department complains that both Sales & Service are being unreasonable with their requests! Add to that, your accountant not adding a sublet invoice to the cost of the boat before a salesperson sells it, and a slips attendant launching a customer's boat that has a past due balance and you have more finger pointing, and less productivity.

BiT Marine Software is designed to integrate all aspects of your dealership. When a sales associate is preparing to show a boat, they can see from the sales system that there is an open work order on that unit!

When your sales associate sells a boat, you can have a rig order created instantly and sent directly to service! Then the cost of that rig order gets added to the cost of the boat, for accurate profitability tracking. This will help tie your departments together for more efficiency, fewer mistakes, and better communication.

When your Parts Department starts to get low on a part, the system tells them to re-order eliminating the embarrassing and sometimes costly mistake of running out of a part that the Service or Sales Department often relies on.

Integrating the departments allows for a smoother interaction between the departments, regardless of employee personalities difference, and it give the owners and managers more centralized control and better access to information needed to run the organization the most efficiently.

BiT Marine Software can integrate any or all of these departments!

All of this integration gives owners and dealer principals more control and powerful tools to maximize the businesses profitability while spending less of their own time buried in the details of the business. BiT Marine Software is designed to maximize the efficiency of department managers. This system will free up more of their time, and help to organize and control their daily operating functions. At the same time generating powerful and accurate information for owners and principals to review.

Owners and principals will have complete control, organized information, and spend less time micro managing. They can go home earlier in the day, knowing they have the tools to follow-up with all aspects of the business.

The end result is a more profitable business, managed more easily, with better results.



Parts Department Added Value

If you keep parts or accessory inventory on hand, you need our system.

-Price files & "Pick Lists"

Nearly every vendor you purchase parts from has a parts price file. This will include the part numbers the prices, descriptions, supersession's, etc. With our system you can load the ENTIRE price file. The system is so "smart" that it will recognize what parts you have in inventory, while keeping the rest of the available parts information easily accessible. Why is this important?

Let's assume a customer comes in to purchase a part that you don't have in stock. You simply enter the part number into the BiT point of sale system the same way you would for a part you have in stock. The system pulls the items description, current cost & MSRP from the price file and allows you the option to sell that part, while also creating a special order to the vendor for that part at the same time!

Importantly your parts counter person didn't have to waste their valuable time entering all the item information, including the cost, price, and description manually into the system! BiT Marine Software can even import parts "pick" lists directly into our point of sale system from many of the most popular vendors and manufacturers electronic parts catalogs. This list includes, but is not limited to Honda In, Mercury EPC, BRP, Part Smart, etc...

-Price file updates

If you are not updating your parts price files on a regular basis, you are leaving money on the table! And it's potentially a LOT of money! As we all know, nearly every part in our inventory costs more to buy every year. Let's assume you purchase a widget this month which has a dealer cost of \$100.00 and an MSRP (cost + 30%) of \$130.00. Lets' assume you don't sell this part for 8 months. During those 8 months the manufacturer increased its dealer cost just 5% (which is quite conservative.) Now if you were to purchase that same part again it would cost you \$105.00 and assuming cost plus 30% it should have a new MSRP of 136.50. If you keep it priced at \$130.00 instead of \$136.50, that's \$6.50 that you just "left-on-the-table." Put another way you margin is 19% (25/130) instead of the 23% (30/130) that you thought. Carry that across the entire value of your inventory... and that's a HUGE dollar amount you are failing to collect from your customers!

If you are not regularly adjusting your price files, you are losing money on both sides!!

BiT Marine Software handles this issue the better than anyone. First, we DO NOT CHARGE an additional fee for price file updates! AND we allow you to update your price files as often as you like. Nearly every other software suite on the market sends you price file updates ONCE a year, AND they charge for it! With our system you simply contact your vendors as often as you like, download their price files, and load them into your BiT system through a very simple process.

Our Parts module is simple to use, yet powerful and flexible. We have developed this module with the same focus as the rest of the system. That focus is helping you improve your business.



Multiple Locations Value Added

BiT Marine Software is the Ideal solution for multiple locations. Our 32-bit system can handle up to 99 separate locations. A few of the issues that multiple location dealers encounter are:

Issue: Prospects call two of a dealer's stores and shop them against each other.

Solution: BiT Software has one prospect database that's shared across the network. Sales associates from any of the stores enter a prospects' information and the system will notify them that the prospect is already in the companywide database! The system will also allow viewing of the existing quotes so that both stores have access to quoted figures.

Never again will you unknowingly be shopped against yourself.

Issue: Sales Inventory units (boats, motors, and trailers) are located at multiple locations.

Solution: Unit inventory is shared across the network. All store locations can see the entire business inventory IN DETAIL as well as each boats location. Each store can also sell units located at any other location as well as their own. BiT Marine Software also shows which units have pending deals eliminating two sales people from selling the same unit!

Your sales force will always know what units the other stores have as well as which units have pending deals.

Issue: Parts and accessory inventory located at multiple locations.

Solution: The parts inventory is also companywide. When a part number is accessed its quantity on hand at each location is displayed as well as the total companywide. You can easily transfer parts between stores to meet your customers time expectations, while minimizing unnecessary inventory redundancy.

Issue: Accounting and reporting for multiple locations and multiple departments at each location.

Solution: BiT Software excels here. BiT provides companywide general ledger, with not only individual store income statements, but individual department income statements within each store! Fully customizable allocations per store and department with In-depth and detailed reporting per department, per store, AND companywide. All of your most important information is organized and easily accessible to personnel with the right permissions!

Accounting done the right way!



Service Department Value added

In today's marketplace consumers expect more than ever out of your service department. Your service staff has to be efficient, timely and know the status of every unit that's under their care.

Also gone are the days when you could hire a "back-yard" mechanic as a technician. With the rising wage costs of quality technicians, you need to be able to account for your technicians time, and make it the most productive it can be. BiT provides you with the tools to manage each technician as a unique profit center. You can easily see what technicians are making the most of their time, and which ones aren't. You can track non-productive time so that it gets billed correctly internally. This is an extremely useful tool that many of our existing customers are astounded by. You will be shocked to learn the cost of some of the non-billable projects you ask of your techs.

Who hasn't let a customer pick up a boat that wasn't finished because the person at the counter mistakenly thought it was done? How much did that mistake cost both in your service reputation and actual dollars? With an integrated system including status codes, anyone that you give access to the system can easily determine which boats are done, have had their invoices reviewed and are customer ready.

BiT Marine Software has designed a service module that will give your service staff the information and control that's needed to keep today's consumers satisfied with their experience at your service department. Equally important as keeping your customers satisfied, is focusing on maximizing the profitability of your business. BiT Marine Software is designed to give you the tools and controls to do both.

We have even designed our system to help maximize the efficiency of your service writers! One single work order can handle up to 5 billing codes! A customer that has retail work, boat warranty, engine warranty, and even internal policy work can be written up and billed properly with one work order! And, you can close the customer paid invoice while leaving the others open!

The customer and Unit information from the sales department can be directly pulled into the service department, eliminating the need to manually re-enter information, and reducing errors.

You save time with service history information as well! Even if a boat is brought into your facility by a different owner than you have on file, its service history is still with the unit!

You can setup "canned" service jobs for those jobs that always have the same parts and labor. You can also have "recommended" service actions to help drive sales in your service department.

You can easily evaluate the jobs that are making you the most profit, identify the jobs that aren't and make decisions to adjust how you do business accordingly.

You can run daily, weekly, monthly reports on nearly every aspect of your service department to make the best decisions.

BiT Marine Software will help your service department satisfy customer's demands more thoroughly, run smoother, and be more profitable.



Sales Value Added

The BiT Marine Software sales module is among the most complete and powerful tools your organization will own. We seamlessly integrate all of your prospecting, financial and unit inventory information into one concise and easy to use interface.

Your sales force will have up to date information on all of the available units. They will know what units have open work orders, what units are being looked at by other prospects as well as the usual information pertaining to inventory aging, detailed unit information including options, accessories, and specifications.

The system will even allow your sales staff to spec. and quote units that you **don't** have in stock!

We have also built in controls to help curb "skating" between your sales staff!

BiT Marine Software's prospecting system will allow managers to track sales associate performance and monitor the entire sales process to ensure your sales staff is capitalizing **on every potential lead**.

This software module will drive even marginal sales associates to be more effective and more profitable and will give managers the tools they need to ensure the sales process at your dealership is as effective and lucrative as it can be.

We have designed our Sales Module to help drive your sales staff to be the best it can be. We help you **to automate the follow up process**, streamline the contract and paperwork process, and to maximize your profit potential with every deal. Combine that cross-departmental integration, and you will have a sales system that's organized, and efficient. A sales staff that's informed and extremely effective, and the tools and controls to monitor every aspect of the sales process with minimal effort!

Owners and Managers won't have to stay up and night wondering if the sales staff is following up with their customers. **YOU WILL KNOW!**



Marine Industry Professionals

BiT Marine Software is developed by people with actual experience managing and working in the marine industry. We know your challenges, we understand your struggles. Our software is designed to give you the control you want, the flexibility you need, and the tools that will allow your business to run smoother, smarter, and be more profitable.

One of the most distinguishing features of BiT Marine Software goes beyond the software. Our industry professionals and years of successful business experience are the heart of our company. Our mission is to help your business succeed. Our passion is giving you the tools and information to make that happen.

BiT Marine Software has been developing software for the retail marine industry for over 22 years. With hundreds of customers and thousands of users, we have earned a reputation for developing the finest marine software available, providing the highest level of support, and continuing to enhance the software by listening to and responding to the needs of our customers.

With a dealer management system from BiT Marine Software, you get not only the finest software available at an affordable price but also the peace of mind that you're drawing on years of industry experience focused on helping improve your business.

BiT Marine Software... we are marine industry professionals.