



## eSVP21

*The Total CRM Solution  
for the Automotive Industry*

- ▶ *Streamlines sales operations*
- ▶ *Manages a distributed sales force*
- ▶ *Empowers salespeople to track complete sales cycle*
- ▶ *Establishes full control over dealership data*
- ▶ *Manages contacts and focuses on winning deals*
- ▶ *Improves collaboration*
- ▶ *Boosts productivity*
- ▶ *Maximizes dealer IT investments*

## Improve customer relationships to better your business!

DATAFIRST's market-proven eSVP21 reflects an ongoing commitment to technology, vision and innovation. eSVP21 is a leading Customer Relationship Management (CRM) system for the automotive industry. The software ensures that your company delivers satisfied customer experiences and achieves outstanding business results.



eSVP21's powerful marketing and sales assistance functions enable manufacturers and distributors to increase revenue, guarantee consistent customer service, and ultimately, optimize marketing and sales activities. The software's single database collects and retains information pertinent to your business, with information conveniently organized and readily available at any time. Items such as vehicle fleet, operations, customers and prospects, and purchasing history, are just some of the many features offered.

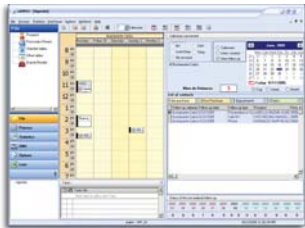
eSVP21 provides you with the necessary insight to identify your customers' needs, and optimize critical marketing and sales decisions.

The software allows you to effectively share customer information not only with your sales force, but also with all employees in the dealership making eSVP21 your most valued marketing tool!

## Efficient modules that work for you! ►

eSVP21 features diverse, specially-designed modules that perform together to enhance your marketing and sales operations.

These multilingual, user-friendly tools let you really know your customers, and provide them with the products and quality service they deserve. eSVP21's tools continuously collect information on customer purchasing patterns, helping you identify and target new sales opportunities, improve customer service, increase revenue, and close deals faster!



## Journal & Operations ►

An intuitive time management system designed to improve your sales team's efficiency and productivity. Now, your sales professionals will have instant access to all relevant customer information, enabling them to manage relationships more effectively and perform tasks with ease and confidence.



Quickly and efficiently plan appointments and operations, issue follow-up reminders, including new and abandoned prospects, follow-up on business deals already in progress, and keep track of in-stock vehicles, according to year, mileage or renewal date.

## Prospects & Customers ▶

Identify and qualify preliminary information on your customers and prospects using an intuitive tab system. This will help communicate the right message to your customers, at the right time, and through a communication channel of their choosing.

Prospect and customer management is basic information divided into tabs, resulting in detailed or simplified files, or private or business files. A direct mail link to Microsoft™ Word, easily performs fleet analysis by market and segment, based on registration, warranty, and financing. Follow-up operations functions include: appointments, reminders, telephone calls, and trial runs, manually or automatically following sales campaigns, and issuing purchasing forecasts.

## PocketPC Support ▶

eSVP21 comes complete with PocketPC support and functionality. This option gives your sales team prospect and customer data anytime, day or night. With information at their fingertips, sales reps can access current New and Used Car data, react quickly and effectively to customer requests and stay current with email, Internet, Excel and Word docs on the go.



## Sales Campaigns ▶

Quickly plan and execute sales campaigns throughout your communication channels, including direct sales, call centers, email, fax, Internet, and mobile devices. These easy-to-use tools filter information from a multi-criteria customer database and create detailed checklists. This allows your sales force to generate personalized mailshots and labels, input data into a prospect's historical records, and generate follow-up reports.

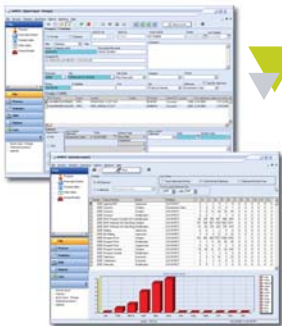
## Sales & The Internet ▶

eSVP21 offers web-based CRM functionalities to automate tedious and time-consuming data collection and customer handling using the Internet.

## Analysis & Statistics ▶

The familiar and powerful, Microsoft™ Excel program is used to perform prospect analyses, while analyses are generated by multiple-criteria selection. Selections are recorded and detailed reports are generated.

Generating reliable statistics and reports, boosts the efficiency of any commercial activities. eSVP21 provides detailed statistic management, scheduling, and follow-up features.



Issue annual customer reports based on individual sales rep data, breakdown of vehicle sales and deliveries, and percentage-based statistical breakdowns of planned purchasing.

## Do MORE for your customer - and get MORE in return!

**Streamline operations.** Establish customer loyalty and win over new prospects by organizing and managing marketing and sales activities.

**Manage distributed sales forces.** Launch and execute new commercial operations by generating reports and direct marketing campaigns.

**Win control of data and information.** Gain full control of detailed customer information and easily translate it into winning new sales.

**Integrate with your existing system.** Smooth integration with DATAFIRST's eCARS21 solution and your existing systems using our data migration services.

**Reduce training costs.** Encourage rapid user-acceptance and high utilization rates through an easy-to-use and personalized user interface.

**Protect your data.** Selectively distribute your information with the software's access control, restricted data, passwords, and user activity logs.

**Ensure reliability.** Multilingual, multi-company, multi-brand solution, based on current technologies, including Windows XP, SQL, Internet, and ASP.

## eSVP21 - Highlights

- eSVP21 brings new functionality and flexibility to the user. This version is rich in performance improvements, including an intuitive, Microsoft Windows™ XP-based user interface. Integrated with several manufacturer interfaces.
- eSVP21 offers unsurpassed Internet and mobile functionality, with easy access for sales reps on the road. Operations include data entry and storage for customers, prospects and deals in progress; basic CRM modules, including contact details, database searches and alerts on birthdays/anniversaries, company data entry and search, customer calls, call reporting, and a convenient quick entry for all daily activities.
- eSVP21 boosts efficiency and eliminates communication bottlenecks, resulting in increased productivity for the sales team. The software smoothly integrates with most in-market DMS systems, offers Data Export/Import of any external file, add-ons into existing corporate websites, invoice generation, and RFQs.

***The result: Unmatched time savings to give your business a competitive edge.***

## Customer Success!

*eSVP21 proves to be the best choice for automobile manufacturers and dealers:*

### MANUFACTURERS

#### CITROËN:

#### On a centralized platform:

*The Netherlands, Denmark, Czech Republic, and Slovakia*

#### Dealer stand-alone solution

*France, Italy Portugal, Belgium, and Spain*

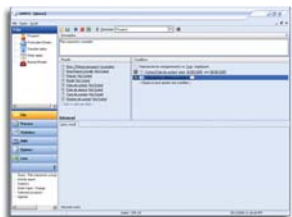
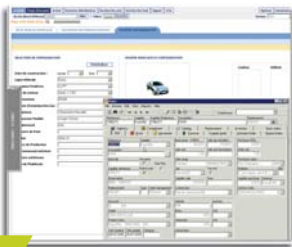
#### Dual solution, centralized stand-alone

*Belgium*

### DEALERS

**Hundreds of salesmen from these leading manufacturers:**

- ▶ BMW
- ▶ Opel
- ▶ Volvo
- ▶ Jaguar
- ▶ Land Rover



## About DATAFIRST

DATAFIRST develops and deploys complete management solutions for the automotive industry. DATAFIRST's software is used by dealerships and dealer groups of all sizes, as well as leading automobile manufacturers worldwide, including BMW, Citroën, Ford Motor Company (FORD, Volvo, Jaguar, Land Rover, Mazda), General Motors (Opel, Saab, Chevrolet, Vauxhall), and Peugeot.

Founded in 1985 by current company President Arie Toledano, DATAFIRST is headquartered in France. The company maintains an active global presence, with thousands of customers in over a dozen countries throughout Western and Eastern Europe, coupled with the company's recent expansion into the Middle East.

To meet the needs of its diverse customer-base, DATAFIRST's products are of the highest international standards, connecting suppliers, dealers and manufacturers from all four corners of the globe. At the same time, DATAFIRST is committed to localization, with multi-lingual, multi-currency interfaces customized to meet the local regulations of each country.

DATAFIRST provides comprehensive support services necessary to optimize its customers' software capabilities. With over 20 years of experience in project deployment, DATAFIRST guarantees smooth, cost-efficient transition for all of its customers. DATAFIRST's solutions are all built on Microsoft™ platforms, and fully integrated with Microsoft™ Office, reducing training time and costs.

### **DATAFIRST S.A.** **Headquarters, LYON**

117, rue Bataille  
F-69372 Lyon Cedex 08  
Tel.: +33 0 (4) 78 78 11 22  
Fax: +33 0 (4) 78 78 11 22

### **DATAFIRST PARIS** **GIF SUR YVETTE**

4, rue de la Noue  
F-91190 Gif sur Yvette  
Tel.: +33 (0) 1 64 86 51 51  
Fax: +33 (0) 1 69 28 89 25

### **DATAFIRST Polska Sp. z o.o.** **WROCLAW**

ul. Kamińskiego 201-219  
51-126 Wrocław  
Tel./Fax: +48 71 352 72 38  
Tel: +48 71 352 77 57

### **DATAFIRST Hispania** **MADRID**

c/cerro del castaño  
72B-28034 Madrid  
Tel: +34 91 734 15 65  
Fax: +34 91 734 26 38