Fred Cummings Motorsports
Bakersfield, CA

Garth Cummings, Owner, and
Darren McCollum, Parts Manager

Reacting to a depressed local economy and soft consumer spending, Cummings Motorsports owner Garth Cummings has re-examined his metric store's major expenses. That includes his dealership management system, which he recently changed after spending more than 20 years with an established DMS provider.

Cummings switched to DX1's complete dealership management platform to provide his reduced staff more workplace efficiencies plus save his dealership money. Since the transition to DX1, Cummings is saving over $1,000 a month (see cost savings chart) as well as seeing his staff take less time to accomplish everyday tasks. Here are a few of the daily efficiencies the Cummings staff reported on seeing in their new DX1 platform:

Cummings' Monthly Dealer Management System Expenses

	Previous System	With DX1
Accounting/Service Help	$1,300	$1,275
Website	$250	(Included)
Lead Manager	$200	(Included)
Credit Card Fee	$400	$0
Server* and Setup Fee	$300	$0
Server Support	$60	$0
Backup Server Disks	$40	$0
Total	$2,550	$1,275
Monthly Savings with DX1		**$1,275**

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Service: To organize a daily service schedule, Service Manager Javier Najera identifies parts he previously ordered that are now at the store. Under the prior dealership system, Najera would have to type in each part number into a DMS and see if that part had been delivered. In DX1, Najera simply opens up one screen and is able to view the status of all the parts on order. Those marked in green indicate the parts have arrived and the services on those units can begin. Just as importantly, Najera can easily spot parts that are labeled red, indicating they're on back order. By recognizing this, Najera can immediately look for another provider for that part and alert the consumer of a possible delay in their service.

Parts: Each morning, Parts Manager Darren McCollum identifies parts and accessories that have sold and need to be re-ordered. Under the previous DMS, McCollum would have to eyeball the previous day's invoice report to identify what parts had sold. Their old system identified current stock by examining a "min/max" report. McCollum found inconsistencies in the old report, so he took the extra time to ensure his parts order would reflect actual consumer purchases. Since using DX1, McCollum has found the min/max reporting system to be accurate and his daily ordering system now requires one less, tedious step.

Accounting: Errors happen. A unit will be sold and occasionally the invoice will not include all relevant charges. Accountant Ellen Ferguson needed to add the cost of setup to a sold unit invoice. In DX1, Ferguson is able to correct this invoice before she processes it into the platform's accounting module, QuickBooks. "You can investigate it (a transaction) and fix it easily in DX1," Ferguson said.

Cummings Motorsports is **saving time** in all departments with DX1.

Service Manager Javier Najera saves **one hour a day** with the parts status screen feature.

Darren McCollum saves **30 minutes a day** by using the parts ordering system.

DX1 saves Ellen Ferguson **hours a day** by allowing her to modify invoices herself; eliminating lengthy support calls.

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*Server cost: Includes cost of the purchase of a new server every 5 years, as well as the fee charged to the dealership in setting up the server from its former provider.