

# Introducing Dynatron Software's New Interactive Dashboard & Alerts

*Available on most browsers; Requires IE 9 or higher  
Planned Release: March 2015*

# Single Sign On (SSO)

Sign on at [www.dynatronsoftware.com](http://www.dynatronsoftware.com)  
to access all solutions and the new Dashboard.

*Advisors & Techs will continue to logon as they currently do.*



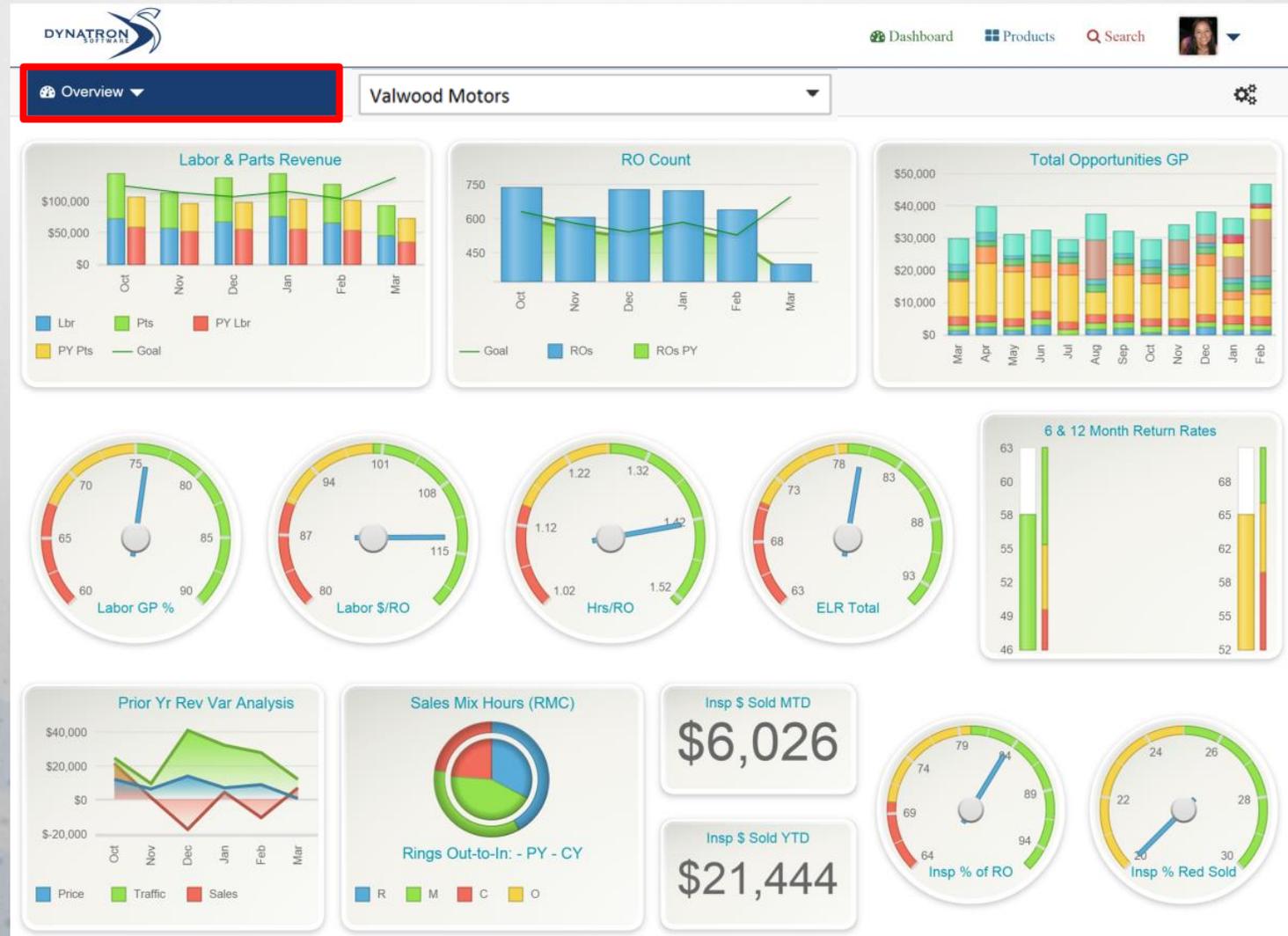
The screenshot shows the Dynatron Software website homepage. The top navigation bar includes the Dynatron Software logo on the left, a search icon and 'Resources' link in the center, and a 'Sign In' link on the right. The main content area features a large blue background with the text 'IGNITE your service profits' and the Dynatron Software logo at the bottom. A 'GET MORE INFO' form is visible in the bottom right corner, with fields for NAME, PHONE, and EMAIL. A blue arrow points from the 'Sign on once here' text to the 'Sign In' link in the navigation bar.

←  
Sign on  
once here

**Critical metrics are consolidated onto the Overview Dashboard to provide a quick update on your Service Department.**

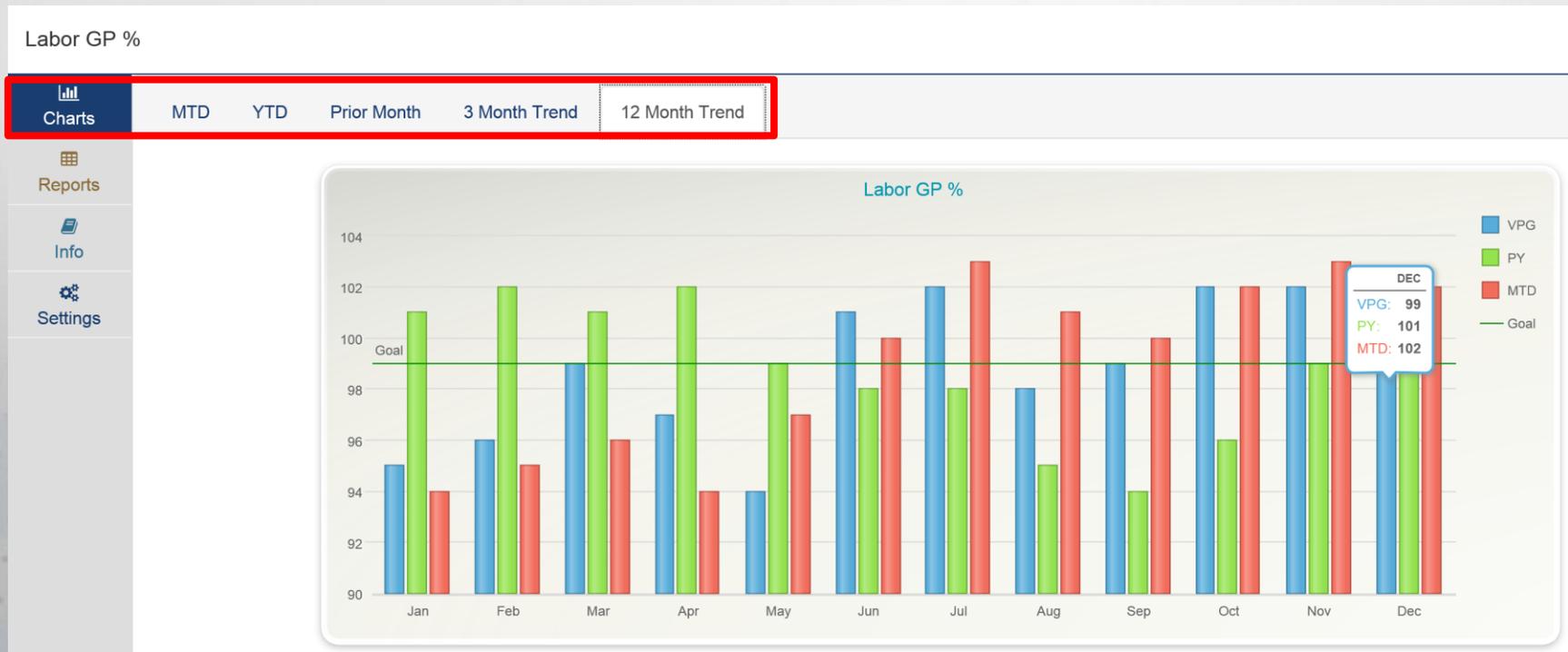
**More Dashboards can be found by clicking the drop down in the upper left corner.**

Some metrics require other Dynatron Solutions. Please contact your sales representative for more information.



# Interactive Dashboard Graph Drill Through

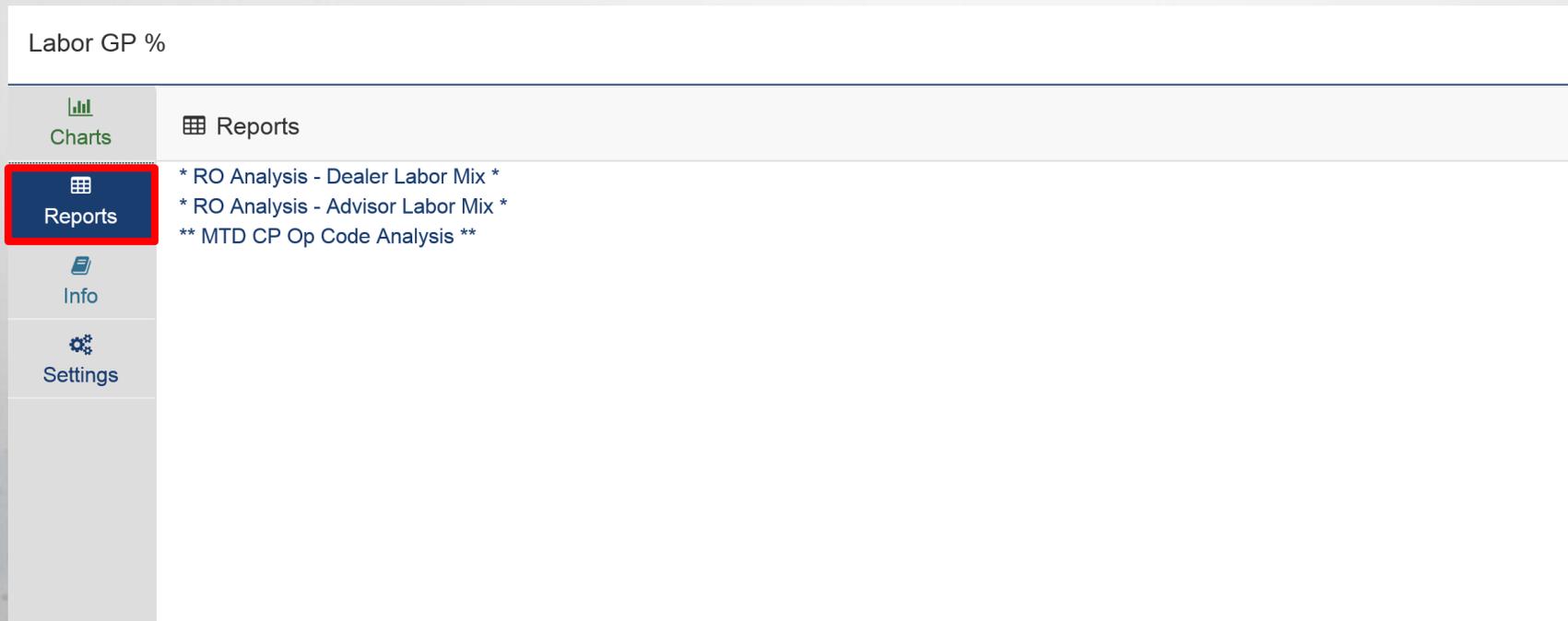
Click on each Dashboard Graph for additional graph options.



Various time periods have been selected for each metric.  
Select the time period at the top to view the graph.

# Interactive Dashboard Related EBIS Report Links

**Related Report Links provide immediate access to EBIS and other Dynatron solutions to further investigate root causes.**

A screenshot of a web dashboard titled "Labor GP %". On the left is a vertical sidebar with four menu items: "Charts" (with a bar chart icon), "Reports" (with a grid icon and highlighted with a red border), "Info" (with a document icon), and "Settings" (with a gear icon). The main content area is titled "Reports" and contains three links: "\* RO Analysis - Dealer Labor Mix \*", "\* RO Analysis - Advisor Labor Mix \*", and "\*\* MTD CP Op Code Analysis \*\*".

EBIS reports will be on the left. Other reports like CaRMail, ELR Manager, EBIS+, or WebAQ will be on the right when appropriate.

Standard reports have been added for your convenience.  
Custom reports can be added under Settings.

# Interactive Dashboard Info

**Users are provided insights into each metric including a metric overview, calculation definition, default settings, and tips on improving performance.**

Labor GP % ×

 Charts	 Chart Information	<a href="#" style="border: 1px solid #0056b3; padding: 2px 5px; color: white;">Edit Info</a>
 Reports	<p><b><u>CP Labor Gross Profit %</u></b></p> <p><b>Overview:</b> Indicates the percent of every labor dollar charged to customers that is left after technician cost is subtracted. If labor GP% is trending down, action is required. Variances in this metric are usually due to sales mix between repair, maintenance, and competitive services or pricing. Higher Competitive and Maintenance sales will lower your Labor GP %. Lowering prices or discounting established prices will lower Labor GP %.</p> <p><b>Calculation:</b> (CP Labor Revenue - CP Labor Costs) / CP Labor Revenue.</p> <p><b>Updated:</b> Daily</p> <p><b>Default Goal Settings:</b> Prior 3 Month Average; <b>RYG:</b> Red is Goal * 90%; Green is &gt; Goal</p> <p><b>Alerts Frequency:</b> Day/Week/Month; <b>Time Periods:</b> MTD/Prior Month/YTD; <b>Compare To:</b> #/Goal/YTD/Prior Month/Prior 3 Month Average/Prior YTD/2 Months Ago</p> <p><b>Graphs:</b> MTD; YTD; Prior Month; 3 Month Trend; 12 Month Trend (VPG, Goal, and Prior Year available on trend graphs)</p> <p><b>Default Report(s):</b> EBIS VPG; * RO Analysis - Dealer Labor Mix *; * RO Analysis - Advisor Labor Mix *; ** MTD CP Op Code Analysis **</p> <p><b>Improve by:</b></p> <ul style="list-style-type: none"> <li>Increasing prices. Review ELR Manager Key Services to see how your pricing compares to other similar dealerships. Perform a market survey on key maintenance services and overall repair rates. Consider migrating to a repair grid pricing structure or if already on a grid, consider modifying your grid to maximize profits using ELR Manager.</li> <li>Monitor pricing discounts by advisor using ELR manager.</li> <li>Decrease FRH paid to Technicians for specific services. Review ELR Manager Key Services report to see possible opportunities.</li> <li>Monitor technician work mix to be sure 'A' techs are not working on too much maintenance work.</li> </ul>	
 Info		
 Settings		

Quickly see how to turn graphs into actions!

Metrics for other Dynatron Software solutions will be noted at the top of the Info tab.  
(CaRMail, DealerMenus, WebAQ, WebSA)

# Interactive Dashboard Settings - Goals

Quickly modify default Settings for Goals, Alerts, and Report Links.

Labor GP %

Goal  
  Alerts  
  Reports

Charts  
  Reports  
  Info

**Settings**

Goal =

Green Target >

Red Target <

Enter your goal, green and red target levels for this metric.  
Or leave all fields blank and save for automatic re-calculation.

**Remember to Save All Settings!**

Goal, Green Target, and Red Target values have been defaulted based on your historical data.

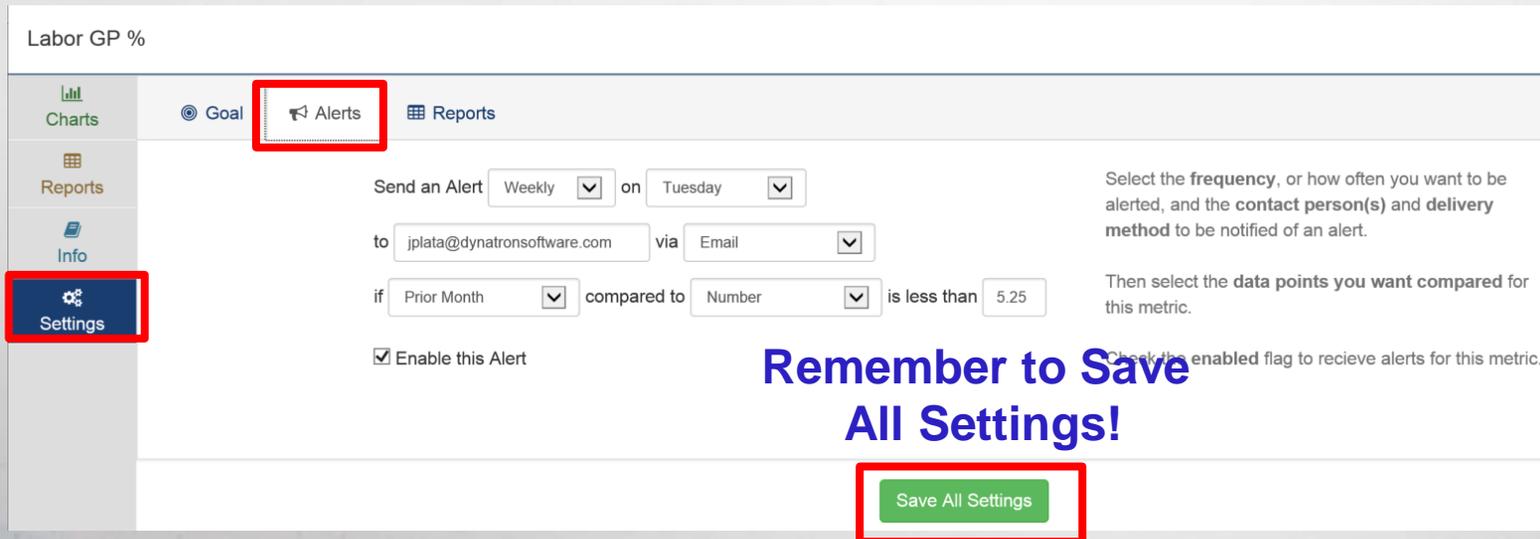
To change a Goal Setting:

1. Enter your store's Goal value to your desired result.
2. Enter the minimum Green Target value, the lowest acceptable level for this metric.
3. Enter the maximum Red Target value, the highest unacceptable level for this metric.

Yellow automatically calculates to be between the Green and Red Targets.

# Interactive Dashboard Settings - Alerts

Dashboard Alerts monitor data 24/7 and communicate metrics of tolerance. How much tolerance and when you are alerted are set here.



Labor GP %

Charts    Goal    **Alerts**    Reports

Reports

Info

**Settings**

Send an Alert  on

to  via

if  compared to  is less than

Enable this Alert

Select the frequency, or how often you want to be alerted, and the contact person(s) and delivery method to be notified of an alert.

Then select the data points you want compared for this metric.

Check the enabled flag to receive alerts for this metric.

**Remember to Save All Settings!**

Each graph can have its own Alert, but only one setting per location at this time.

1. Set the frequency of the Alert: Daily, Weekly, Monthly
2. Enter the email distribution list (all receive the same alert)
3. Select email, DynaComm notification, or both [Click Here](#) for DynaComm Installation
4. Set the Alert parameters – when do you want to be alerted if your metrics change?

***Alerts will be activated in 45-60 days after the launch of Dashboard.***

# Interactive Dashboard Settings - Reports

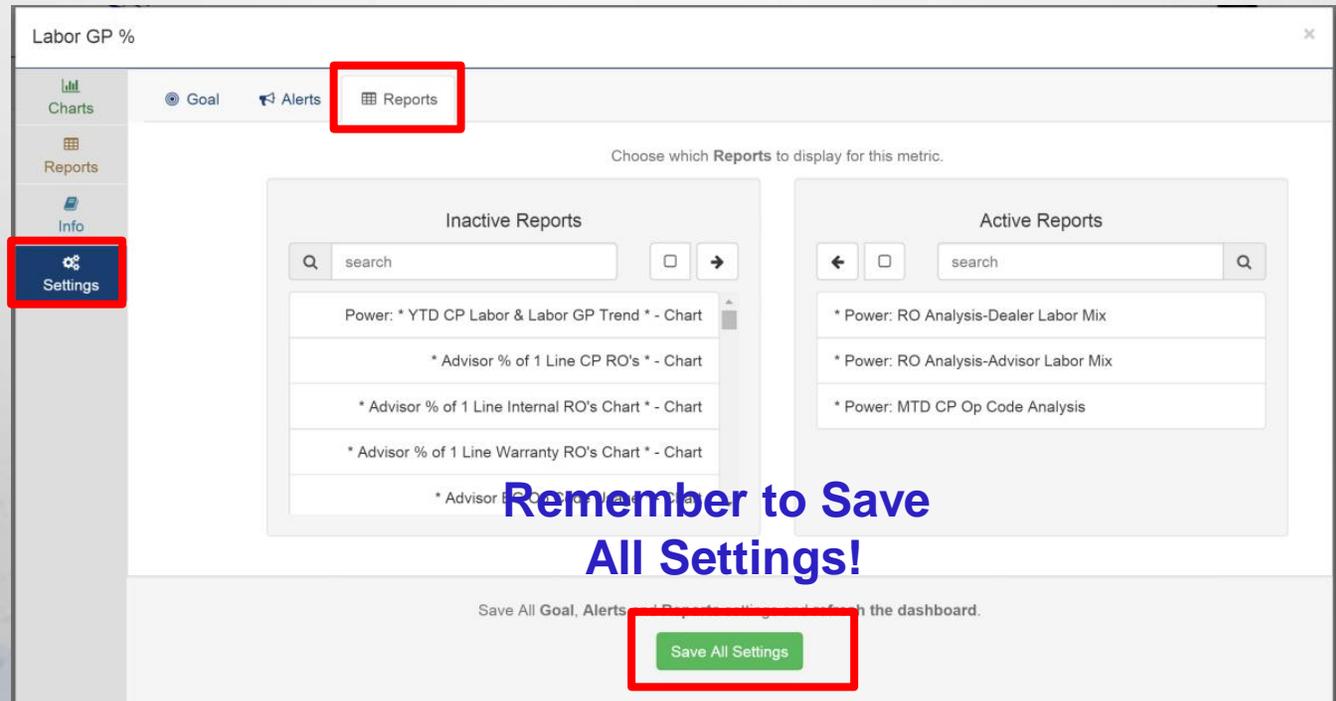
Standard reports have been added for your convenience to further investigate root causes.  
Add or remove reports for your store here.

## To add reports:

1. Find the report you would like to add on the left side under Inactive Reports (*the search box will narrow down the listing*)
2. Single-click to highlight the desired report
3. Click  to add

## To remove reports:

1. Find the report you would like to remove on the right side under Active Reports
2. Single-click to highlight the desired report
3. Click  to remove



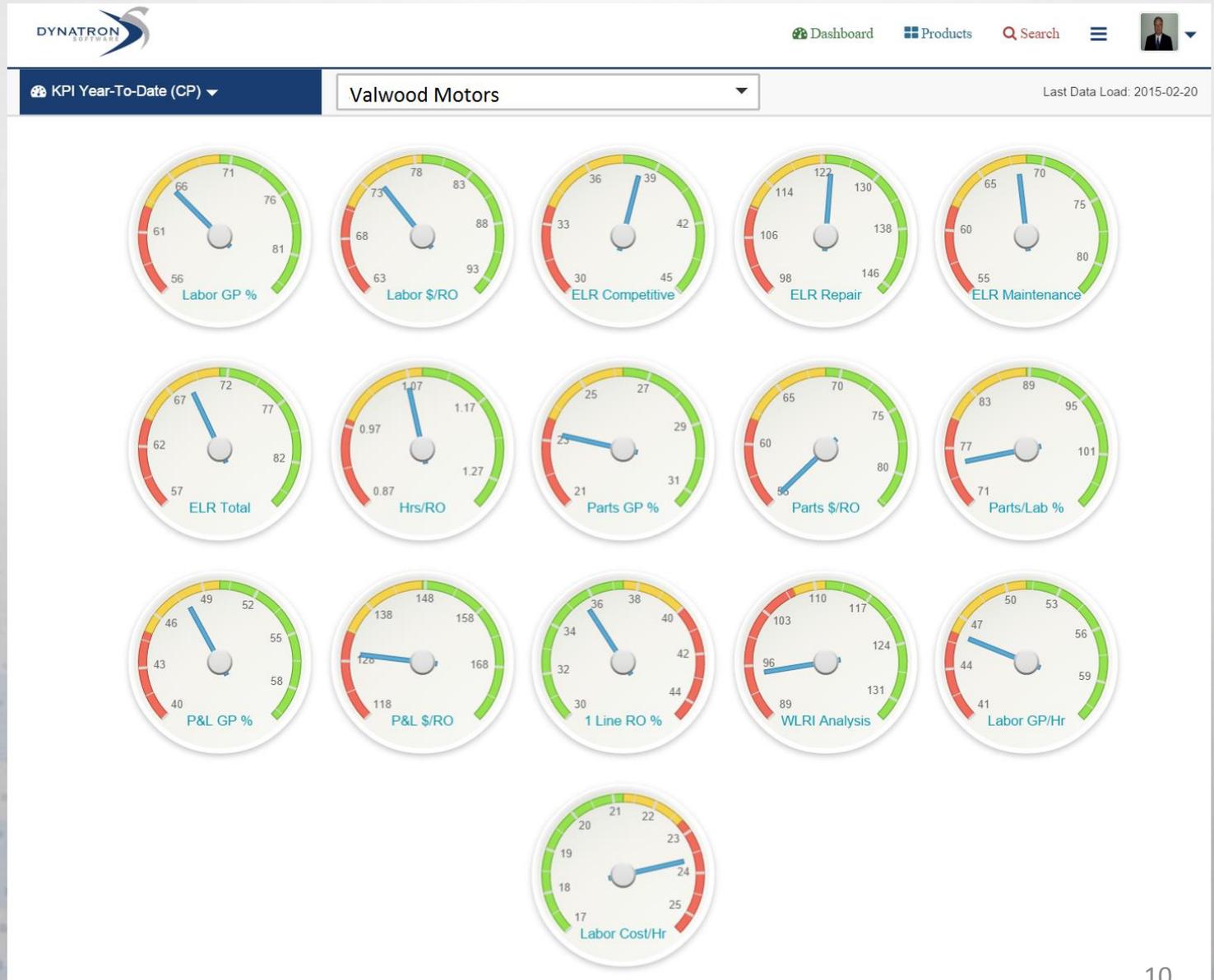
# Key Performance Indicator (KPI) Dashboard

## Gauge Graphs

**Captures 16 critical Service metrics.**

**Your results are compared to Red/Yellow/Green benchmarks to quickly identify trouble areas.**

**MTD, YTD, and Prior Month views are available.**





# Key Performance Indicator (KPI) Dashboard

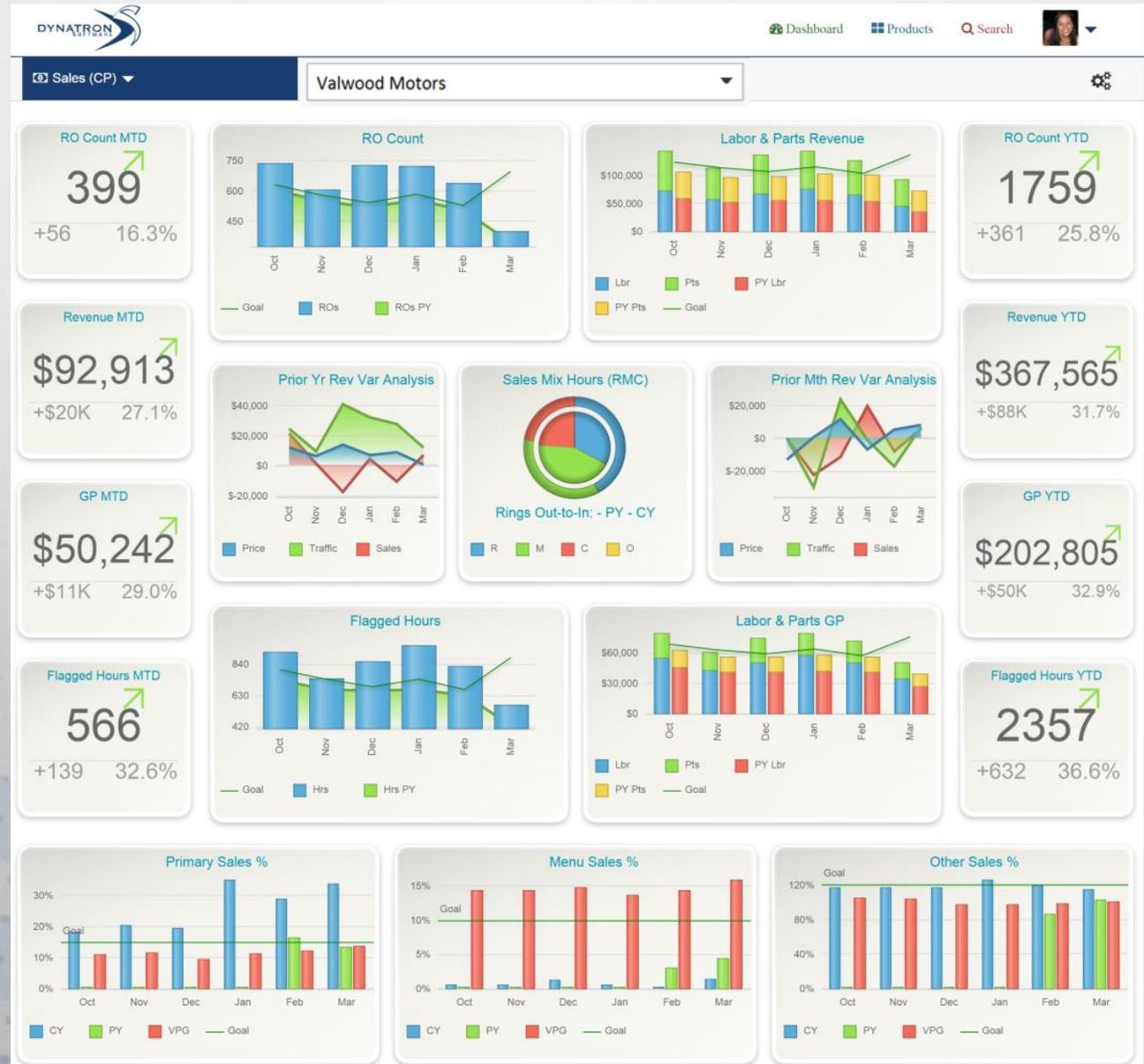
## 3 Month Trends

Compare your actual data to goals, prior year, and EBIS VPG (20 Group) averages on a 3 month trend.

12 month and 30 day trends are also available by clicking through any graph.



Trends your Service Department's sales results and analyzes your revenue variances to prior month and prior year by price, traffic, and sales to visiting customers.



Analyzes your customer database and provides Service retention trends.

Dynatron's CaRMail customers can also quickly review trends for their marketing cost per contact, campaign results, and customer last visit aging.



Provides Dynatron's WebAQ, DealerMenus, and WebSA customers with critical Service drive process metrics that monitor usage and performance for inspections, menus, and appointments.



**Dynatron's solutions focus on improving 12 Gross Profit Opportunities.**

**Improvement is inevitable by tracking these opportunities and keeping them front and center.**



# Alerts Dashboard Coming Soon

Imagine having a high level automotive Service Consultant analyze your data 24/7 and alert you for potential issues and opportunities.

Provides a quick recap of activated and actual alerts.

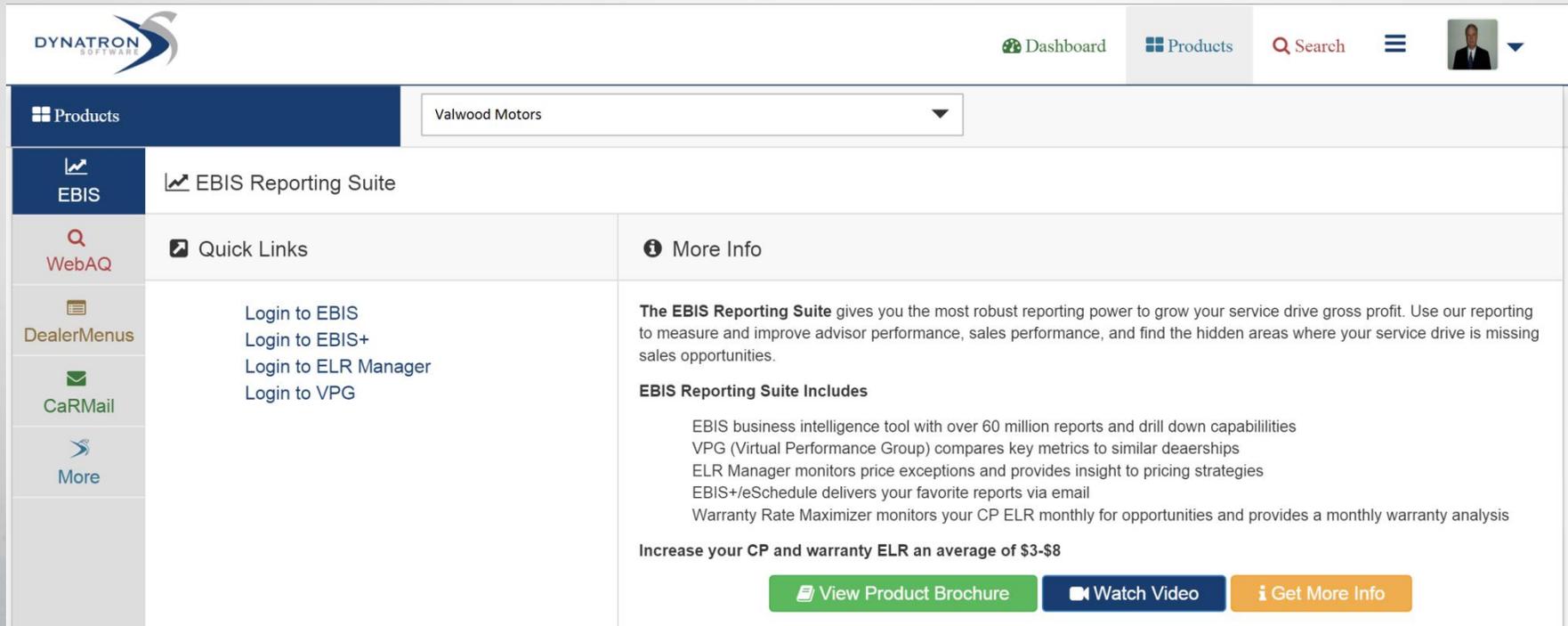
**59 Alerts available!**

See the Settings – Alerts section to prepare for this enhancement.

**Alerts will be activated in 45-60 days after the launch of Dashboard.**



*All your Dynatron Solutions in one place!*



The screenshot shows the Dynatron Solutions SSO interface. At the top, there is a navigation bar with the Dynatron Software logo, a 'Dashboard' link, a 'Products' link, a search bar, and a user profile icon. Below this is a 'Products' section with a dropdown menu set to 'Valwood Motors'. The main content area is divided into three columns. The left column contains a list of products: EBIS, WebAQ, DealerMenus, CaRMail, and More. The middle column is titled 'Quick Links' and lists: Login to EBIS, Login to EBIS+, Login to ELR Manager, and Login to VPG. The right column is titled 'More Info' and contains a description of the EBIS Reporting Suite, a list of features, and three buttons: 'View Product Brochure', 'Watch Video', and 'Get More Info'.

Easily connect to other solutions

1. Click on the Products link in the top right corner.
2. Select the Product on the left column.
3. Click on the interior link to sign into your solution.

The Single Sign On will take you to the correct location and sign you in all with a single click!

**Contact your Sales representative to sign up for additional Products or Dashboards.**