

# Gillrie

CONSULTING

## Contact Info

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# Who is Gillrie?

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- 30+ years of experience
- 5,000+ clients
- Track Software pricing across 300 vendors
- Venture Capital research
- Speaking Engagements (NADA, 20 Group, etc.)
- Industry Consultant

Most dealer are overpaying for software

- *I've been a loyal customer for years*
- *I have a great relationship with my sales rep*
- *(DMS) wants to keep me as a customer*
- *I got a great deal on an 84 month contract*

# Who is Gillrie?

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## DMS Consulting

### Initial Review

- Current state
- DMS Landscape
- Vendor Selection
- Demo Preparation
- Demo Questions

### Configuration

- Proposal Analysis
- Side-by-Side
- Benchmarks
- Product Discussion

### Negotiation

- Successful Tactics
- Pricing Benchmarks
- Contract Terms
- Final Review

### Monitoring

- Contract vs. Bill
- Bill Review
- New Products

How Can I Help You?

# Special Offer for ATA

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Gillrie will prioritize any proposal from ATA members with a free benchmark analysis on both DMS and third party applications.

## Example

Empire Automotive Group (NJ)

Paying \$250k per month on R&R

Benchmark \$200K

## Example

### Current Offers

Reynolds - \$195k

Tekion - \$171k

CDK - \$171k

# Gillrie

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## Example

Lenzen

Paying \$10,500

Benchmark \$7-8k

# DMS Vendor Update

# CDK

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Term Length:

36-72 months

Most common 60 months

Per Rooftop Average \$14,625

Churn Rate: 30%

New Business: 1

# Reynolds & Reynolds

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Term Length:

46-84 months

Most common 66 months

Per Rooftop Average \$17,321

Churn Rate: 8%

New Business: 4 (all CDK)

# Tekion

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Term Length:

36-60 months

Most common 36 months

Per Rooftop Average \$10,860

Churn Rate: 0%

New Business Source: CDK(77%) R&R (23%)

# Who is Gillrie?

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## Buy/Sell

### Offer Analysis

- Pricing breakdown
- Contract terms
- Configuration

### Negotiation

- Contract buyout
- Term length
- System change

## Software Review

### Analysis

- Benchmark pricing  
for both DMS and all  
3rd Party
- Software suite

### Recommendations

- Avoiding overlap
- Duplicate  
functionality
- Bundled savings