

Françoise DELPY, Head Financial Controller at SIPA Group



*«In terms of the sales organization, it allowed us to put in place certain processes and certain procedures ...We have felt a more fluid and easier organization.»*

## Overview...

SIPA group, partner to auto manufacturers since 1963, currently distributes 16 new vehicle brands and has a substantial multi-brand used car fleet.

Located throughout the South West of France, they have placed their trust in DATAFIRST for more than 10 years. Equipped for more than 10 years with the DMS solution developed by DATAFIRST, they chose to continue with us by moving to the latest version of DataCar DMS in February 2015.

Françoise Delpy, head Financial Controller at SIPA Group, talks about their experience with DMS software from DATAFIRST within the group as well as the recent deployment of the new version on their Fiat site in Toulouse.

## Group Key figures

- 730 Employees
- 35 site (5 Fiat sites)
- 157 Users
- 20 000 VO sales
- 10 000 VN sales
- 13 sites equipped with DATAFIRST
- 4 Fiat sites equipped with DATAFIRST



## Implementation of the project

### DATAFIRST customer for over 10 years

Having been DATAFIRST DMS users for more than a decade, SIPA group reaffirmed its willingness to continue with DATAFIRST by starting the installation of the latest version of DMS on their Fiat site in Toulouse.

As Mrs. Delpy specifies: *«This change came in addition to a data center migration project. So we took advantage of the data center change to simultaneously migrate to the new version of DataCar DMS».*

Hence they are now equipped with the very latest version: *«From the beginning of the project, the signature and the beginning of the installation it took about a year and a half.»*

### A well -organized implementation

Mrs. Delpy, who points out that she has already participated in several DataCar DMS implementations (ex eCARS21) acknowledges that they were particularly well accompanied during the installation phase.

*"I participated in several installations prior to eCARS 21 for which we were already well-supported. But I recognize that for the implementation of DataCar DMS V3 that we are currently installing in our group, there is very good organization with regards to support. The support is brought on the project in terms of planning organization, as well as on-site support at the start, from a technical point of view. «*

## Strengths and benefits

### An intuitive interface

Mrs. Delpy emphasizes that eCARS 21 ( ex DataCar DMS) is an intuitive software. *«It's a product that is very user friendly, where we easily find the information. Even if some good modules can be found also in other DMS, we find it particularly easy to find information in DataCar DMS. »*

### Better organization

Because they've been using eCARS 21 for a long time, it is difficult for Mrs. Delpy to detail exactly which advantages the solution brought them. But, despite the fact that the software is now part of their daily work, she insists on the fact that the software *«brought us to be better organized. It brought us better billing analysis and better management and analysis of results. »*



## Time saving

Another considerable benefit, the time saved by using DataCar DMS. Mrs. Delpy says the software has brought them *«time savings. This allowed us to put back in place certain processes and certain procedures»*. Generally speaking, this solution allowed their organization to work *«more efficiently and easily.»* The software has enabled them to get, for example *«a better view of manufacturer bonuses, and as a result a substantial financial impact»*

The positive results of the software are mainly found in the time they save, but also in the fact that results are considered more reliable. For example, *«the quality of information about sales, by sales mix or type of customer»*.

## A complete software solution

Apart from the salesman, all departments within the car dealership use DataCar DMS software. *«The DMS is used for the management of NC, UC, spare parts stock, for billing all sales and services within the dealership including after-sales (Labour and Parts), to monitor sales after sales history, marketing ...).»*

## Conclusion

SIPA group is satisfied with the performance of DataCar DMS on their Fiat sites. By migrating to the new version, they have renewed their trust in the products developed by DATAFIRST. Mrs. Delpy meanwhile, said about DataCar DMS, that she wouldn't change anything.

Now they want to see the collaboration evolving by being kept informed of developments made by DATAFIRST. *«The progress required is to be kept informed of all developments. [...] There are developments that are very interesting, going in the right direction. I'm thinking in particular for the B.I software which is really good. So what we want is to be kept informed of product developments.»*