

Critical Analytics

Enhanced reporting capabilities improve decision making and turn insights into opportunities.

Your Dealer Management System contains mountains of valuable data, but surfacing the most important key performance indicators can be a significant challenge.

Critical Analytics is a role-specific reporting solution that helps measure and identify opportunities for growth by pulling insights from across the dealership into easy-to-read dashboards and reporting modules. Critical Analytics streamlines reporting across sales, service, parts, and back-office operations, helping you stay focused on what matters most.

		Sales					
		Per Business Office Summary					
	Units	Front Gross	Back Gross	Total Gross	Total Gross	Back Gross	Front Gross
DT GLOBAL AUTO GROUP	81	\$105,123.93	\$99,975.17	\$205,099.10	\$16,008.69	\$32,232.10	-\$2,223.49
New							
Current Period Deals	12	\$28,571.00	\$13,496.98	\$42,067.98	\$1,325.74	\$0.00	\$1,325.74
Completed in Accounting	2	\$1,325.74	\$0.00	\$1,325.74	\$1,325.74	\$0.00	\$0.00
Not Completed in Accounting	10	\$27,249.26	\$13,496.98	\$40,746.24	\$0.00	\$0.00	\$0.00
Accounting Adjustments					-\$3,254.48	\$0.00	\$0.00

Features and benefits:

Optimize Performance Across Every Department

Role-specific dashboards consolidate multiple data points into a single view, allowing managers to quickly assess the overall health of their area of focus, and drill down for greater detail on areas of opportunity. Save multiple dashboard versions as a bookmark and share with other employees.

Group Reporting Flexibility

Intuitive filters make it easy to aggregate key sales, service, and accounting insights across multiple departments and rooftops (where applicable), eliminating the need to spend hours manipulating spreadsheets or pay costly third-party reporting providers.

Department Reporting and Analysis

In addition to store level- and group-specific reporting information, DMS Critical Analytics provides detailed insight for department managers and accounting personnel. For example, the Sales to Accounting Reconciliation report helps staff quickly and easily reconcile back-office information with the General Ledger. And the Contracts In Transit report shows your dealership's outstanding deals, and helps to focus your team on getting those unfunded or aging deals resolved and in the bank.

Easy Implementation and View Options

DMS Critical Analytics is fully integrated within your DMS and mapped to your General Ledger. Each report comes with easy email, print, or download options.

**Learn more about
DMS Critical Analytics**

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