

Auto/Mate Integrates DMS with ProMax, Helping Dealers to Streamline Lead Generation and Sales Process

ALBANY, NEW YORK, UNITED STATES, August 27, 2018 /EINPresswire.com/ -- Auto/Mate Dealership Systems has integrated its [dealership management system](#) (DMS) with ProMax, a leading supplier of retail automotive CRM/ILM, desking, credit and compliance software. Dealers using both Auto/Mate and ProMax solutions will benefit from the enhanced sales, lead, marketing and productivity management tools available through real-time data exchanges between the two systems.



"ProMax is a proven, award-winning company that designs software to give dealerships a competitive edge in a demanding market," said Mike Esposito, president and CEO of Auto/Mate Dealership Systems. "Additionally, ProMax provides a variety of services to help dealers generate, follow up and market to leads, as well as tools and training to close customers for a complete front-end solution."

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"Auto/Mate customers that are used to a high level of customer service and support can expect the same stellar experience and ease of use with all of our ProMax solutions," said Darian Miller, Chief Technology Officer of ProMax. "Additionally, we appreciate Auto/Mate's low-cost [integration process](#) so that we don't have to pass high

integration and certification costs to our dealer customers."

ProMax's advanced lead tracking and CRM management tools enable dealers to identify the best-performing lead sources, create targeted marketing campaigns and drive more customer traffic to the showroom. ProMax software solutions streamline the car-buying process for customers and improve sales team performance, leading to more car deals.

Auto/Mate's integration program, [Open/Mate](#), is based on open standards, allowing third-party vendors to easily integrate with the DMS. Some DMS providers charge third parties expensive certification fees, the cost of which is usually passed onto their auto dealer customers. Auto/Mate's open integration program keeps integration costs low for vendors, saving auto dealers money while providing them with more vendor choices.

For more information visit www.automate.com

About ProMax

ProMax has been leading the industry in automotive software for over 20 years and offers a fully integrated front-end system for auto dealers. From award-winning CRM/ILM and desking/leasing modules, to industry-first compliance solutions and pre-screen products, to lead generation, inventory, dealer websites, direct mail, credit reports and more, ProMax solutions are used by

over 2,000 automotive dealerships nationwide. Learn more about ProMax at www.ProMaxUnlimited.com.

About Auto/Mate

Auto/Mate Dealership Systems is a leading provider of dealership management system software to retail automotive dealerships, typically saving dealers thousands of dollars per month from their current provider. AMPS® is a user-friendly, feature-rich DMS in use by more than 1,350 auto dealers nationwide. Auto/Mate has received multiple consecutive DrivingSales Dealer Satisfaction Awards.

Auto/Mate's employees have more than 1,200 years of combined experience working in franchised auto dealerships, the foundation of its By Car People, For Car People™ slogan. Auto/Mate is committed to winning its customers' business each and every month with no long-term contracts and free software upgrades.

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