



Mitchell1

SE
™
ManagerPlus



Shop Management Solutions



Why Mitchell 1 Shop Management Solutions?

Building on the foundation of the industry's number one shop management system, Mitchell 1 has taken repair shop productivity to a new high. Introducing the all-new Manager^{SE} and ManagerPlus^{SE} – the next generation of shop management software from the company that has led the way in information solutions for service businesses for nearly a century.

An integrated approach to automotive shop productivity, Mitchell 1 Manager/ManagerPlus^{SE} helps your shop project a professional image, increase car count, increase revenue per RO, improve communications within the shop, and maintain profitability.



You're in control of your business with Manager^{SE}. Profit-enhancing information such as recommendations, revisions, and customer history are always at your fingertips.

Manager^{SE} provides quick and easy access to vital customer information – from payment status to your customers' birthdays. There's even a Customer Loyalty Snapshot so you can instantly recognize your most valuable customers.

Powerful tools like the Symptom WizardTM ensure service writers build accurate, reliable, and profitable estimates and repair orders. Integration with Mitchell 1's up-to-date maintenance schedules, TSBs, specifications, and procedures adds further precision to the flow in your shop.

Measure your business with nearly 200 integrated reports, you'll have the information you need to be more profitable, efficient, and professional.

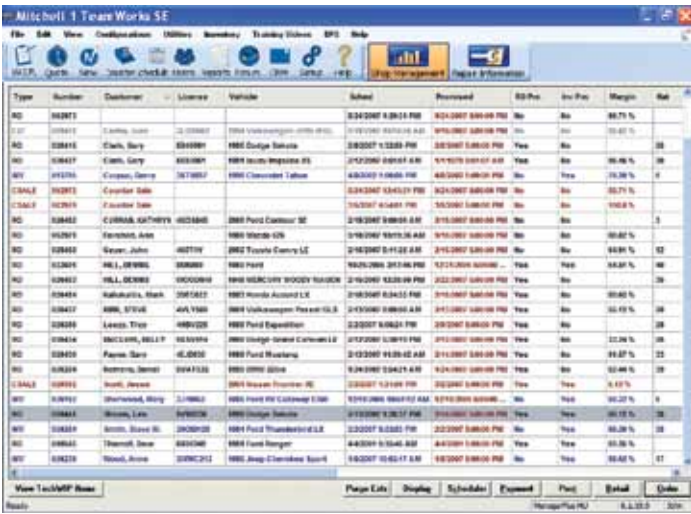
Connect to your choice of the leading aftermarket parts catalogs for high-speed electronic parts sourcing and ordering. Mitchell 1 leads the pack with a wide variety of integrated parts catalogs, and more are being regularly added.

VIN Decoding through CARFAX makes it easier for you to identify the vehicle's configuration, and helps make sure that you're ordering the correct parts from your supplier.

You've got support to become a "power" user. The online Management Forum connects you to shops like yours and to Mitchell 1 training staff. Ask your questions or just browse - whether you're a new user or you've been with us for a decade, you can always learn something new to help your business run better.



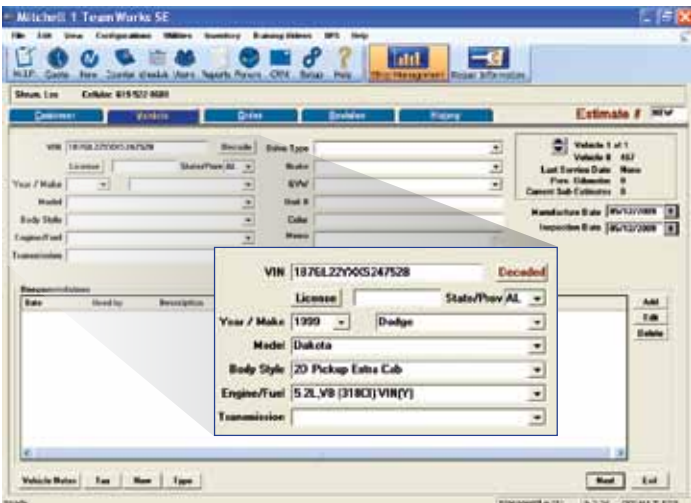
Streamline repair order generation and approval by e-mailing customized estimates, RO's, revisions and invoices to your customers.



At a glance, the Work In Progress (WIP) screen displays the status of each open order. Users can sort by any column, assign technicians, instantly see profit margin on each order, and search any field.



From the RO you can order parts, apply promotions, look up reference data, e-mail, print, and fax documents to your customers.



Enter the VIN on the Vehicle screen, click Decode, and Manager^{SE} automatically fills out the Vehicle selection fields such as Year, Make, Model, Engine, etc.

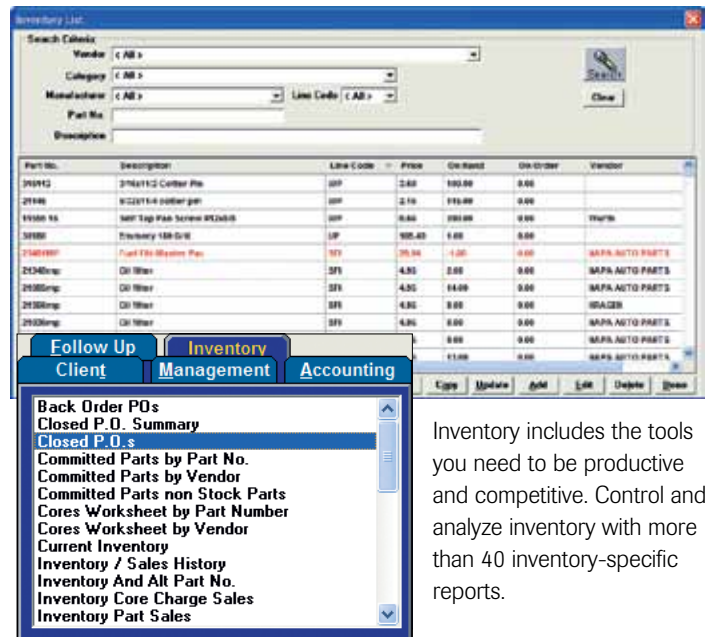


Manager^{SE} integrates to OnDemand5.com. Save technical information to the RO to share with your technician.

Mitchell ManagerPlus^{SE}

ManagerPlus^{SE} includes all the features and benefits of Manager^{SE}, with the addition of inventory control. You get a database of inventoried parts, automatic purchase order generation, automatic trends and extensive reporting. With more than 40 inventory/purchasing reports, ManagerPlus^{SE} gives you complete control of inventory tracking.






Price/Markup Matrix allows you to progressively scale your parts markup according to what you paid for each part. In other words, parts that cost less than a dollar are marked up at a much higher rate than parts that cost \$200.



Inventory includes the tools you need to be productive and competitive. Control and analyze inventory with more than 40 inventory-specific reports.

Good, Better, and Best Marketing Solutions

Mitchell 1's OwnerAutoSite.com provides a unique reason for your customers to visit your business instead of your competitor's and is a **"good"** first-step to marketing your business. These consumer vehicle websites are automatically created with your branding and your customers are automatically registered via Thank-you e-mails. By adding cost-effective scheduled service reminder e-mails with Mitchell 1 eCRM, you'll be providing your customers with an even **"better"** level of service. And by adding eCRM + Postcards to your marketing program you'll then be providing the **"best"** and most comprehensive way of reaching your entire customer database with your unique marketing message.

 OwnerAutoSite.com	 eCRM	 eCRM+Postcards
<ul style="list-style-type: none"> • Consumer Vehicle Websites • E-mail Matching Service • Welcome Emails • Customer Thank-You E-mails 	<ul style="list-style-type: none"> • Consumer Vehicle Websites • E-mail Matching Service • Welcome E-mails • Customer Thank-You E-mails • Service Reminder E-mails • Service Recommendation Reminders • E-mail Coupons • Marketing Support Center • Results Summary Reporting 	<ul style="list-style-type: none"> • Consumer Vehicle Websites • E-mail Matching Service • Welcome E-mails • Customer Thank-You E-mails • Service Reminder E-mails • Service Recommendation Reminders • E-mail Coupons • Marketing Support Center • Results Summary Reporting • Customizable Postcards • Custom Cover Artwork • Custom Coupons • Custom Logo • Artwork Library • Large Card Size
 <p>GOOD</p>	 <p>BETTER</p>	 <p>BEST</p>

Manager/ManagerPlus^{SE} Minimum System Requirements

Any 32 or 64-bit Edition of Microsoft® Windows® XP SP2, Windows Vista™ SP2, or Windows® 7 • Intel® Pentium® 4 or equivalent • Two Gigabytes (GB) Random Access Memory (RAM) for Host/Server, One Gigabyte RAM for Workstation computer • 8 Gigabytes of available hard disk drive space • 17" color monitor at 1024 x 768 resolution • DVD-ROM Drive • Keyboard and Mouse • Printer • Broadband Internet Connectivity • Wireless or Hardwired Network

*The Minimum configuration may not be compatible with future software releases.



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 Shop Management Solutions