

Oasis cloud-powered incentives give dealers an Advantage

Oasis Auto Complete Systems Limited knows that time is paramount in today's demanding automotive retail environment.

"We created Advantage Showroom to streamline a dealership's sales department by having one system for CRM, inventory, desking, F&I, follow-up and marketing. Advantage Showroom also eliminated manual input for our dealers, automating daily updates of vehicle pricing and incentives, rates and residuals."

Oasis says it realized that the accuracy and the turnaround on input of incentive program changes are critical.

Oasis surveyed the marketplace and found that while other applications had built-in incentives, there was no supplier of syndicated incentives for retail transactions in Canada like there was in the U.S.

So it built its own application to deliver this incentive data directly to its dealer clients.

"We knew that our application had to be agile and responsive so we host our incentives in the cloud so we wouldn't have to download updates to each of our dealerships anytime that there is an incentive change or update.

"The result was fantastic."

Oasis says its cloud-powered In-

centives let dealers instantly present and compare multiple finance, lease and cash options simultaneously. This accuracy lets dealers maximize time while maintaining desired profits.

The key? The Oasis incentive application actually resides on a dedicated cluster of virtual servers in a "class A" security-controlled data centre with multiple redundancies. This provides optimal uptime as there is no physical server.

"We deliver accurate incentives within a business day of receipt of the source incentive data. Once inputted, other team members validate the incentive. Anytime an incentive is changed, it is date and time-stamped and is required to be revalidated. Once programs expire and new programs are released, we input and revalidate all incentives," Oasis says.

Anytime a deal is created in Advantage Showroom, the cloud server is called for current incentives.

"Our incentives work from a code based on the year/make/model/trim/options of the vehicle when it is built using our vehicle data suppliers' vehicle configurator.

Oasis says dealers value its incentives.

- The incentive selection window shows all available rates and stackable

incentive programs.

- The incentive stackability logic only allows combinations with other stackable programs, preventing errors. For example, a cash-only incentive would not show with subvented finance rates, but would be available with standard rates.

- Rate reductions automatically apply for programs such as finance loyalty.

- All programs such as loyalty, conquest, graduate, and employee discount programs are available.

- Residuals for low-kilometre leases and loan-end values are automatically applied.

- Bank rates have logic to vary the available rate depending on the bank rules (percentage of MSRP, model year, amount financed, term, reserve).

- Payment deferrals automatically change the days-to-first-payment.

Oasis Incentive data is available only to franchise dealerships, never for consumer-facing websites.

Formed in 1990, Oasis is a Canadian company that develops, installs, and supports software and hardware designed for dealerships.

For more information, visit www.oasis-ac.com or contact Richard Duench, Oasis business development manager 1-877.522.2886 x 202 or sales@oasis-ac.com.