

TransITnews

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Welcome!

Welcome to the inaugural issue of the TransITtrak newsletter. It has been a long time coming! The development of TransITtrak actually began way back in the fall of 2000. So although the product is "new" we actually began the first alpha testing in the spring of 2001.

Of course the product is just the start because it really takes a great group of customers to make a product truly successful. We sincerely thank each and every one of you who have purchased TransITtrak and we look forward to working with you long into the future.

Just to give you an idea of what goes into the successful development of a product like TransITtrak, we



have over 5,000 man-hours of development in the product. There are tens of thousands of lines of programming "code," 40 individual tables that actually store data, and there are 31 dynamically linked libraries that pass data from one table to the next. So although the program may look very simple on the surface, there is a lot of stuff going on behind the scenes to make sure that your data is correct and safe.

Thanks for taking the time to look over our newsletter. If there is anything that we can do to help you please feel free to give us a call. This newsletter is our commitment to you to have great communication and to keep you abreast of everything that is happening with TransITtrak. Have a great summer!

QuickBooks™ is a Hit

TransITtrak is the first package in the automotive aftermarket to create a true interface between a shop management system and the popular QuickBooks accounting software.

The QuickBooks interface is designed to be transparent

to the end user. When you file a completed invoice in TransITtrak, all the necessary accounting information is automatically sent to QuickBooks.

Many thanks go to Mike Smith, of Mike Smith's Transmissions and Auto

Centers for being our first beta site. Mike put the software through its paces and came up with many great suggestions for improvements.

For more information on the QuickBooks interface please call us

What's Next?

Although TransITtrak is already a great program for auto repair shops, we have lots of exciting features on the drawing board. To give you a sense of what we are up to, here is software that will soon be developed and released

Inventory module to keep track of inventoried parts and usage. Users will have the option to relieve inventory when a part is added to a job or to do it manually. Users will be able to set reorder points and there will be reports to notify them when stock is low. Expected release date of summer 2002.

Parts and labor interface. We are currently evaluating a number of the popular parts and labor guides on the market. This interface will allow a user to

develop an estimate and import the parts and labor directly into the RO form in TransITtrak. Expected release date of fall 2002.

Marketing module for customer follow up and reminders. This module will allow TransITtrak to automatically create mailings to send to your customers. So for regular service items, or reminders to return for a check-up the system will know when to send it and who to send it to. Expected release date, fall of 2002.

Technology Made Simple— Windows

Many people are faced with the decision to choose an operating system. We are often posed with the question “Which operating system is best?” While each does have a specific purpose there are only two that you should have in mind if faced with this decision. Windows XP and Windows 2000, two of Microsoft’s newest releases, are the two most reliable, stable operating systems Microsoft has made. Either of these would be the best choice. They offer security, stability, power and reliability with little down time which is very important when running a business. If you have any other computer or TransITtrak questions please contact us and we will be happy to help you.

Meet our Staff

Many of you have already spoken with Rich Taylor on the phone, but here is an opportunity to get to know him a little better. Rich has been with CAMM since 1988 and has written a number of successful software products. His first work with the automotive aftermarket came when he developed a core tracking system for Champion Parts back in 1998.

Always a person looking to create something great, Rich was a natural choice for us when it came time to pick a lead developer for TransITtrak. His solid programming background, along with experience with transmission repair shops made him the perfect candidate.

“Rich takes great pride in his work and is always willing to listen to the customer’s input. He has created a product that is very easy to use, while at the same time is extremely powerful. This is much easier to say than to do, and we are all extremely proud of him and the work that he has done,” said Rick Baker, Exec VP for TransITtrak.

Tips & Tricks

There are features of TransITtrak that often go unnoticed. Here are a couple that will save you time...

1. You can create a flat priced service set by creating a part with a specific price. Use that part as the first one in the service set and then just list descriptions of any other parts that are a part of the service set. When it prints out

on the invoice the first part shows up with the correct price, and the other parts show up as just a description.

Part Number	Cat	Description	Type
1-6920	N	FILTER	COMP
1-6921	N	FILTER	COMP
1-6922	N	FILTER	COMP
1-7381	N	PAN GASKET	COMP
1-7589	N	FILTER KIT	COMP
1-8009	N	FILTER	COMP
1-8566	N	FILTER KIT	COMP
1-8567	N	FILTER KIT	COMP

2. When doing a search, don't forget that the first row is used to “find” the record you are looking for. For example if you type in the letter “F” under description, it will find all parts which description begins with the letter “F.” Also note that it will work for any field in a TransITtrak browse (see left).

Why use TransITtrak?

For a large number of our customers, TransITtrak is the first shop management system that they have ever used. Why should a shop go through the change of putting their shop on a computer?

Profitability - Just like any other piece of equipment, you should expect a return on your TransITtrak investment. You should see increased sales (better estimates and more professional looking estimates). Your parts margins should increase. (You can set up your pricing so you can mark up less expensive parts more, and expensive parts less.) If you negotiate better buying prices with your parts suppliers, then *increase your markup*. That allows you

to put the increased margin in your pocket rather than passing it all on to your customer.

Error - Computers don't make math mistakes. One shop we know of found that they had made over \$800 worth of math mistakes in a single month when they were doing their invoices by hand. That's almost \$10,000/year leaking out of your business!!!

Productivity - TransITtrak allows shop owners/managers to spend less time doing estimates, paperwork and going through financials. This allows owners/managers to spend more time each day making money!

New Additions

The number of shops using TransITtrak is rapidly growing. We would like to extend a warm welcome to the following shops:

To respect our customers privacy, we do not disclose any information unless we have their permission. Due to the fact that this document is available to the public we have removed their names.

Growing Sales Staff

The TransITtrak sales staff is rapidly growing. We currently have local sales representation in New England, the Southeast (NC – AL), the Pacific Northwest and Southwest portions of the country. If you are interested in speaking with a sales representative then call us or visit the website and they'll be in touch with you shortly. If you know someone who would like to represent TransITtrak call us.

Backup!

Computer systems are great, that is until you have a hard drive failure. Don't be a victim of poor backup habits. You should backup your system every day. If anything were to happen, your data would be safe and minor re-entry would be necessary, if any. Failure to backup costs companies millions of dollars each year. Don't let it happen to you. If you would like help with a backup solution please contact us.

Other Services

We have a number of products and services other than TransITtrak. Our expert technical staff has years of experience with bar coding, EDI (Electronic Data Interchange), web site development, electronic product catalogs, and much, much more. If you have suppliers or customers that need help implementing these types of tech-

nologies we'd be more than happy to help. We recently completed a shop floor bar code project for a client that saved them an estimated \$300,000 in inventory and cut days off of their physical inventory.



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Check out our new look!
Visit us on the web at:
www.transittrak.com

TransITtrak Hits the Market with a Bang!

After a long development cycle, months of testing and hundreds of suggestions from shop owners, TransITtrak has hit the ground running.

"TransITtrak sales are running about double for a typical first year launch of a shop management system," states Rick Baker, Exec. V.P. of TransITtrak. He continued, "We are getting a great response from our customers. They are very happy with the quality of the software, the quality of the user's manual, and the speed at which they can learn the software. We are already getting unsolicited referrals on the product!"

There are three basic reasons for the success of TransITtrak.

1. It is extremely easy to

use. The user interface was very carefully designed to be intuitive to the shop owner and his customary way of doing business.

2. **QuickBooks™** interface. Shop owners need an integrated system with financials- so we partnered with the most popular accounting software in the country.
3. **Look ups** are quick and easy.

Finding information is very easy, and vehicles, RO's and customers can be found by almost any search criteria.

TransITtrak is just beginning, and we are looking forward to your comments on how we can make our products and services more valuable to you.

Suggestions

TransITtrak was designed with input from shop owners/managers themselves. If there is a feature that you would like to see in the software, or if there is something that you would find helpful please feel free to contact us. You can also fill out our product feature request online at:

www.transittrak.com/contact.htm

We Love Referrals

Do you know of any other shops that could benefit from TransITtrak? We would love to hear about them.

**"TransITtrak sales are running about double for a typical first year launch of a shop management system."
- Rick Baker**