

SUPPLIER SPOTLIGHT

In association with... **nexuspoint**

Pointing dealers in the right direction

Digital dealer platform developers Nexus Point has launched a suite of products enabling end-to-end operational support for dealerships, independents and retail groups from one login, using a single system.

North-west based Nexus Point launched its three-pronged and fully integrated product portfolio comprising CMS, CRM and DMS, known as Apex, earlier this year which manages every aspect of automotive retailing.

Managing Director Chris Webb said: "Of course, dealers can cherry-pick from our product range and that's how the majority of our clients first came to us by opting for one product before incorporating another. But our USP is that we provide one platform with one login giving complete control of a dealership's or group's business."

"We have built a platform that we believe will come to be seen as one of the sector's best practice solutions."

More than a decade in the making, Apex incorporates everything a dealer requires to operate. It includes FCA compliance, lead generation, deal stacking, customer relationship management, and a full accounting, back-of-office solution with HMRC integrations in its DMS.

DISRUPTER

Webb added: "Nexus Point Apex is a market disrupter. It is genuinely market-leading as the dealer's website, customer management and DMS runs off one platform while integrating with other essential suppliers such as Cap HPI, Codeweavers, iVendi, Motorcheck, CitNOW and Auto Convert among others."

Nexus Point Apex has also been developed using a revolutionary payment model which makes it affordable for small independent businesses while remaining fair and competitive for large independent supermarkets and car dealer groups.

The pricing model is based on a combination of a standard minimum monthly licence fee and an additional charge according to average monthly vehicle inventory.

"That, in itself, is disruptive," Webb said. "We wanted to create a pricing model that was transparent and ensured we can continue to evolve and develop our tech while at the same time providing cutting edge technology for the smallest of businesses and delivering competitive pricing for large companies and multi-site groups."

As Nexus Point developed its Apex products, integrations from finance to

compliance and from images and video to vehicle data were vital.

Webb added: "If a system helps our clients to transact and do business or even if we have something similar but they want to use a third party, we will integrate and work with the supplier to meet the dealer's requirements."

FEATURES AND FUNCTIONALITY

As an ISO 27001-accredited business, Nexus Point can demonstrate its high standard of compliance and also provides cyber security consultancy.

The software platform is intuitive, allowing end users to switch effortlessly between applications and the dashboard has been designed for clarity and ease of use. It's also responsive so products can just as easily be accessed and used on mobiles.

Managers can gain an oversight of the business while sales executives can better manage the customer journey from booking a test drive to adding products and services and stacking the deal which can be just as easily amended if part-exchange details need to be changed or the budget adjusted. Apex incorporates a full diary system, job card system and esigning for digital documentation. Both vehicle and customer



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CHRIS WEBB

records are easily accessible with an holistic overview avoiding duplication while safeguards eliminate record duplication providing a clean and concise data source.

Future developments include implementing AI for cutting edge reporting solutions and additional plug-ins such as automated updates when a car is sold privately or a car owner passes away.

Security is a key element with a two-factor authentication process in place, providing banking-type levels of checks.

MARKETING INNOVATION

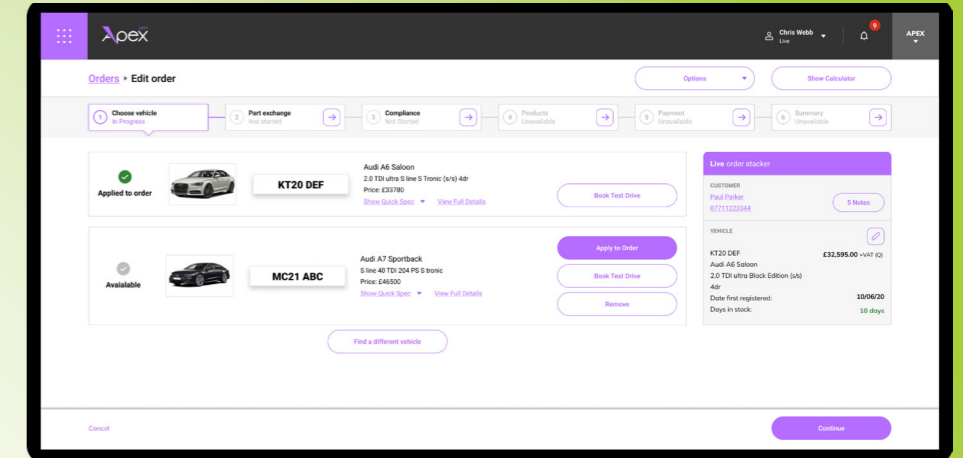
One of the Apex selling points which Webb, given his marketing background, is keen to highlight, is its ability to provide a true cost per sale rather than per lead.

As data flows through all Apex systems – CMS, DMS and CRM, an otherwise complex and hitherto difficult-to-implement attribution model is simplified, enabling the identification of lead origination, ensuring marketing spend is targeted accurately.

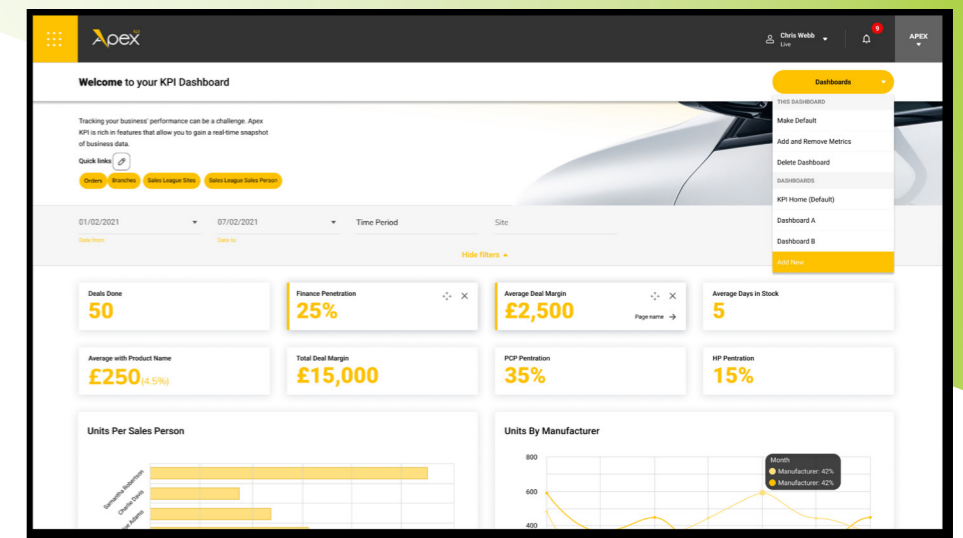
Webb says many dealers will track the last click a customer made prior to enquiry which reflects the detail provided by analytics. But this can be misleading as the purchase journey uses multiple devices, accessing multiple channels.

PEOPLE

Webb has clocked up more than 20 years in the automotive sector having started as a sales executive selling Citroën, Mazda and Honda. The company employs 50 staff, many of whom also have an automotive retail and marketing pedigree with the majority working full-time on software and development. Webb is supported by newly appointed sales director Ross Giblin who also has 20-plus years' automotive media experience, more latterly, working for eBay Motors Group.



Apex CRM Deal Stacker (above) Apex Reporting Suite (below)



CLIENTS

After working for Mitchell Group and GForces, Webb then made the decision to go it alone. After providing an email solution for Fords of Winsford, transitioning from Microsoft to G-suite (now Google Workspace), Webb was asked to transform the website and impressed, Nexus Point was then asked to develop a DMS.

In between those projects, Nexus Point was asked by CarSupermarket.com to develop its CRM system. As a result, the company had developed organically with three core products in place delivering a dealership end-to-end system.

Earlier this year, Fords of Winsford went live with the entire Apex suite.

"We realised we had created something quite unique in the automotive space – fully integrated systems that enable automotive retailers to operate all aspects of their business in one place with one login," Webb explained.

Nexus Point dealer group clients include Mitchell Group, Holdcroft, David Hayton

and Swansway while small single site operators include family-owned business Minster Car Co. Nexus Point also works with Santander Consumer Finance having built its automotive finance calculator and has helped deliver its new Your Red Car used car marketing platform.

"Those groups and businesses which have incorporated our end-to-end system have found it delivers efficiencies and cost savings across the board," Giblin said.

Currently, CarSupermarket.com alone has 300-400 users logging on and using its Apex suite every day. Fords of Winsford has indicated a six-figure saving on printing and paper alone as all documentation is now contained within Apex with the need for full deal packs for customers to read and sign eliminated.

"Our platform is completely scalable so a company won't outgrow it and smaller businesses can access technology usually more associated with larger players because of our payment system," said Giblin.



Nexus Point head office



SMALLER BUSINESSES CAN ACCESS TECHNOLOGY USUALLY MORE ASSOCIATED WITH LARGER PLAYERS

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Further Apex information can be found at www.nexuspoint.co.uk and enquiries can be made through hello@nexuspoint.co.uk