



MaximTrak Technologies selected as partner for DMS for Microsoft Dynamics AX

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MaximTrak Technologies, an industry leader in the development of automotive dealership sales and finance software applications, has been selected as a partner in the development of the Dealer Management System for Microsoft Dynamics AX, developed by Infonizer.

MaximTrak maintains a strong presence in the automotive retail environment and will leverage its comprehensive dealership application platform in integration with Microsoft Dynamics AX. The solution will deliver best in class technologies in a broad array of front-end dealership applications including sales desking, finance and insurance, dealership reporting and compliance management.

MaximTrak's flagship F&I Menu application and Dealership Reporting solutions will be developed as a core component to the DMS offering. MaximTrak's finance and insurance menu and reporting program is built on the Microsoft suite of technologies and will integrate into the Dealer Management System for Microsoft Dynamics AX.

Based on common data elements, seamless integration will enable MaximTrak's application to be incorporated quickly and enable users to work in an intelligent environment with real-time updates and analytical information while eliminating wasted time for cumbersome data transfer common with older DMS systems and technologies.

The Automotive Retail Information Technology market is in need of new solutions that significantly enhance dealer's sales, operational efficiency and customer satisfaction. This will require a functionally robust technology and applications platform, which is cost effective and adaptable to changing business requirements.

Benefits to dealers, OEMs and the entire automotive retail marketplace are deeper integration, though an open and secure platform, offering real-time information, improved end-to-end processes, an enhanced customer experience and better factory-to-dealer and customer-to-dealer relationships.

About MaximTrak Technologies



MaximTrak Technologies designs, develops, installs and supports software applications and technologies for the retail automobile industry. The Company's flagship product, MaximTrak, is a leading finance and insurance management system with a comprehensive enterprise reporting platform known as MaximTrak Dashboards. MaximTrak services several of the Wards "Top 10 Mega Dealers" and partners with multiple OEM's and has gained national recognition as the customer focused technology provider of choice.