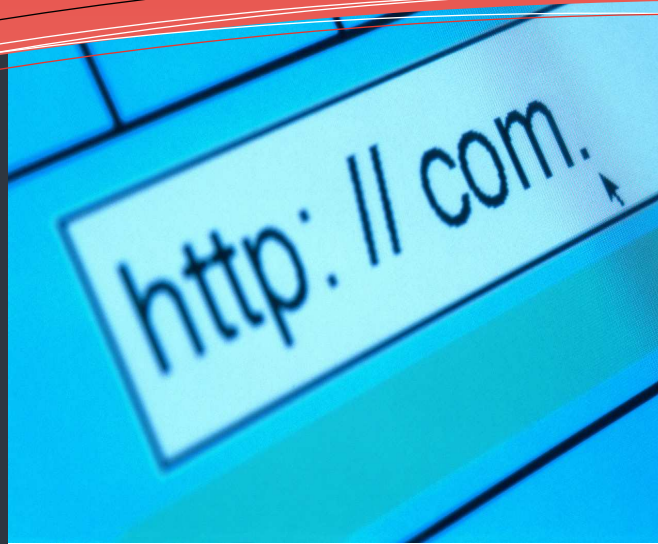


New VIN Database is now available...

As one might imagine, it is difficult to keep an accurate and up-to-date VIN Database. With frequent additions of new vehicles and the differences in how each auto maker labels and codes their vehicles, it can be an arduous task to keep this information accurate. After extensive research, we located and tested a new VIN database that we now offer to our customers. This is important information and is helpful when verifying the customer's vehicle. For a very small monthly fee, DBC offers your business access to this new database. If you are interested in having up-to-date and extremely accurate information on your system, please contact DBC for more information and pricing details.



DIGITAL BUSINESS CONTROLS

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What Can a Web Presence Do for Your Business?

There are few successful businesses without web addresses. Currently, you can find almost anything and anyone on the web and as a business owner it's important you provide a strong presence for yourself. There are several benefits to having a website but there is even a greater value in having a good website. A good website leads to a good web presence, which in turn leads to more business.

A website provides an instant visual presentation of your business that is available at any time to anyone with internet access.. Television and radio marketing can be expensive and may not always be a viable option. Because 80-95 percent of web traffic comes from search engines, it is important that your website is accessible through a search engine such as GOOGLE . You can target visitors who are looking for you, your product, and your service. A website is an extremely cost effective way to advertise to those who are already interested in your product or looking for what you have to offer.

There is no other medium that is available 24/7/365 that can compare to a website. Printed materials are easily lost, and TV and radio adds only air at specific times. Your website can be visited at a time that's convenient for the visitor, and is much more engaging if designed properly.

Your website can provide interactive marketing as well. A few short years ago a website was nothing more than a page of information; an electronic brochure that was accessible by many. Today, their real potential is being realized and they are extremely powerful tools. They allow users to take virtual tours, find answers to questions, review items in 360 degree views, and provide direct feedback.

An important aspect of your website is customer relations. If a customer asks you for a web address, they expect you to have one. When accessing a well designed site, a customer finds helpful information about making an informed buying decision between you and a competitor. Your site could be the key in them choosing your company. Additionally, it provides customer support after the sale. Customers want to feel that their choice is backed up by your business and makes them more likely to return. Lastly, it gives you a place to gather information by allowing you to send out mailers and other promotional offers in the future.

It is imperative that a business should have a strong website that is informative, easy to navigate, and interactive. These features save your customers headache and save you money. A website is easy to update and inexpensive, so why not take advantage of this technological opportunity?

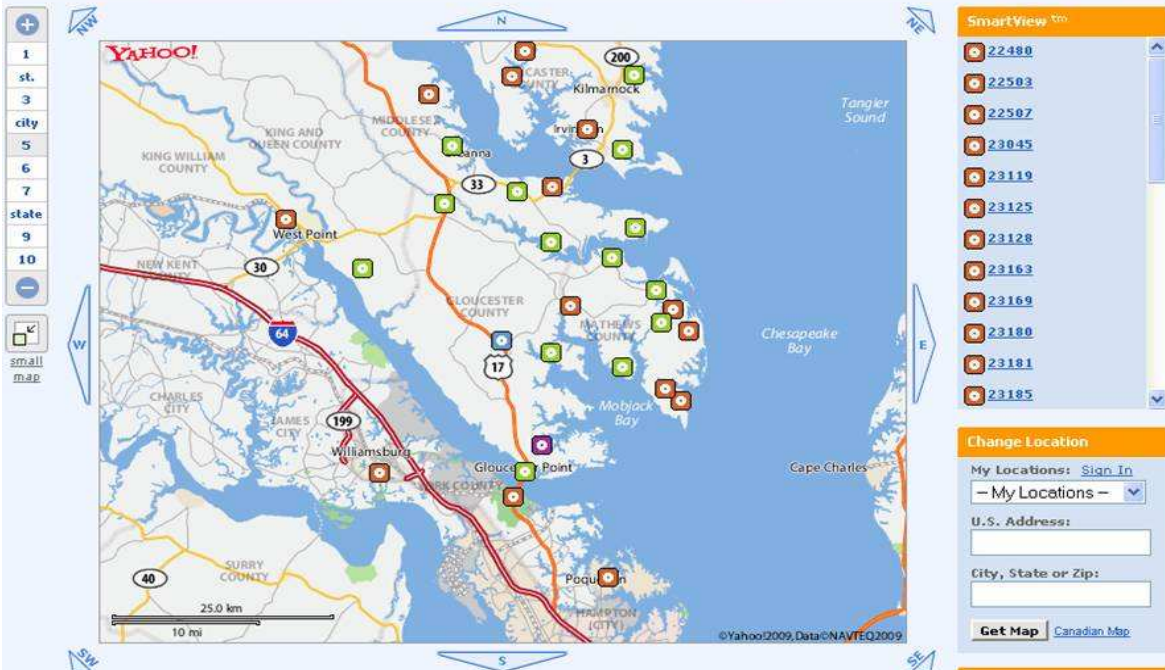
★ Map of: 1 Job 2-10 jobs 11-20 jobs Over 20

Driving Directions: [To Here](#) - [From Here](#)

[Printable Version](#)

[Link to this Map](#)

[MY Y!](#)



This month we are introducing an extremely helpful report. MAP.TRANS was created as the result of a request to track sales based on zip code. Instead of listing the zip codes out to the screen, they are plotted out on a Yahoo! map. Upon running MAP.TRANS on your system, you are prompted for a date range and a store.

Once these items are entered, the report will generate a Yahoo! map and plot your jobs based on zip code.

At the top of the screen you'll see colored icons that designate the number of jobs completed. To the right of the screen a list of zip codes in which jobs were completed will be displayed, as well as the associated colored icon. All of your zip

codes are plotted on a map with the different colored icons. By clicking your mouse on one of the icons, the zip code will be displayed. At a glance you can get a geographic view of where the majority of your work is being done. If you are interested in this tool, please contact DBC Support to make certain it is currently on your system.

Allow your customers to tie directly into your business

During a recent conversation with one of our customers, we found that one of the most requested items was a secure logon a customer could use to create and schedule jobs. Obviously this is a wonderful tool that can be used by fleets, dealerships, and rental car agencies, to name a few.

This secure login would allow the customer to maintain their current list of work requests and add new ones as needed. As one could imagine, this saves your business time and money by keeping your CSR's off the phones, and allows the customer

to schedule their jobs at their leisure without using valuable employee and equipment time.

As with DBC's Web quoting, this feature is a direct snap-in with your ChameleonWare Point-of-Sale package, which means you do not need to maintain separate files and that your customers have real-time accurate pricing and other data.

By harnessing the technology available to your business, you can save time and money.

If this feature is of interest to you, please contact DBC for further information.

Tying your website directly to Point-of-Sale...

Shopping on-line has become the preferred method among many. Amazon and eBay have taken the consumer world by storm and there is little reason your business should not capitalize.

Many glass shops tout that they offer "on-line quoting". You will find that the majority of these are nothing more than free-form fields that allow you to enter some information and await a return phone call from the shop. DBC offers something more with a real-time snap-in that has the ability to audit data against our Point-of-Sale system. Because the website reads its information directly from ChameleonWare there is no need to keep a separate set of files for the website. As the customer enters a quote, they have the option to schedule and get a price. Additionally, they are given a quote number which will be written directly out to your point-of-sale system and be instantly available for your CSR's use. This saves your CSR's time and work while allowing your customers to shop on their own. Several of our customers use this feature and have raved of its success. If you are interested, please contact DBC for more information and a demo