eLube™

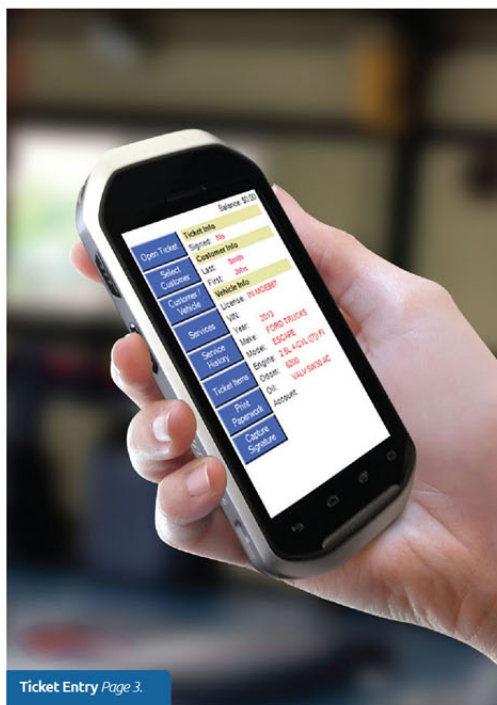## Software For **The Quick Lube Industry**

eGenuity

eGenuity is the developer of high-tech POS (point-of-sale) software for the automotive industries. Specializing in complete, integrated POS solutions for the car wash, quick lube, and repair shop industries, eGenuity now supports customers in nearly all 50 states, Canada, Europe, South America, and Australia. Business owners both large and small have already seen that eGenuity offers the most powerful and affordable high-tech POS software, and that's why eGenuity continues to be the elite POS solution for over a thousand users worldwide.

Users
Worldwide

Ticket Entry *Page 3.*

Mobile Apps *Page 8.*

Greeters *Page 7.*

eLube™

Software For **The Quick Lube Industry**

eLube will change the way you think about Quick Lube Management Software. Finally, a product with power that doesn't break the bank. Tried and proven eGenuity has developed the answer to your software needs. Hear what our customers have to say at www.eGenuity.com/Testimonials.

Contact Us Today To Learn More!
www.eGenuity.com or Call *800.600.4955*

eLube | Modules

A *Complete System* Wrapped Into *One Package!*

Business Operations
+ Enter & Run Tickets
+ Utilize Handheld Devices: Android or iOS Tablets & Smartphones.

Inventory Management
+ Seasonal, Normal, & Usage Reordering.
+ Centralized Inventory Management.
+ Price Classes.

Business Management
+ Centralized Reporting.
+ Excel Interface.
+ Employee Scheduler.
+ Time Clock.

Marketing
+ Gift Cards.
+ Loyalty Rewards.
+ Email Marketing.
+ Unlimited Monthly Passes.
+ Online Store.
+ Online A/R.

Accounts Receivable
+ Multiple Discount Programs.
+ Print/Email Tickets With Statements.
+ Customize Required Fields.

Accounting Integration
Quickbooks, Peachtree, Great Plains, Soloman, Dynamics, Max (X), Magic, & More.

Learn More At
www.eGenuity.com

Point-Of-Sale **Software**

eGenuity prides itself in staying current with the latest technology ensuring that you will never be running out of date systems that limit your ability to move your business forward. Our main ticket screen was built for speed and efficiency. Everything you need is conveniently located at your fingertips. Access features such as our engine diagrams, oil reset light, chassis diagrams, and vehicle information. Use eLube on your PC, iPad, iPod, Android device, and more.
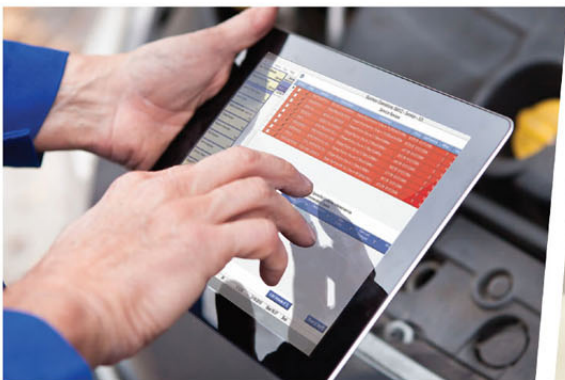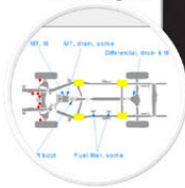

Intuitive Ticket **Screens**

+ Easy To Use Rapid Ticket Entry.
+ Utilize Android & Apple Devices.
+ Very Easy To Train New Employees.
+ Engine & Chassis Diagrams.

+ Oil Light Reset.
+ Easily View Service History.
+ Multiple Tracking Options
+ Custom Receipts.
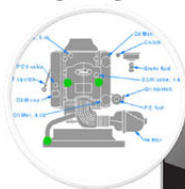
Engine Diagram

Service History

Chassis Diagram

Oil Light Reset

Customize **Service Reviews & Invoices**

+ *Boost Ticket Averages.*
+ *Add Custom Coupons.*
+ *Email Service Reviews & Invoices.*
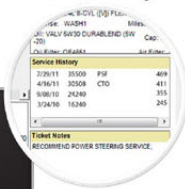
Just added! Cabin Air Filter Locations & Replacement Procedures, Serpentine Belt Routing Illustrations, Transmission Illustrations, & Inspection Procedures.

For Your **Management**

View your business's critical information in the format you need! Our customizable dashboard puts you in control. Our dashboard lets you track your store's key statistics in graphical form, making it easier than ever to track data. Manage your labor, ticket times, and more.

MAKE DECISIONS FASTER

Benefits Of **The Dashboard**

+ Make business decisions faster.

+ Set goals & challenge your employees to reach them.

+ Choose which type of chart/graph you would like displayed.

Business **Snapshot**

+ View detailed business stats.

+ Make accurate decisions based on real numbers.

+ All the information you need on one report!

Benefits Of **Management Tools**

+ Manage labor cost from anywhere.

+ Be in "multiple places at once."

+ View up to the second stats and details.

+ Save time and money!

+ Receive reports via email or online.

+ Get email notifications.

STORES: 30

DAILY BUSINESS SUMMARY

2015-08-01   To 2015-08-01

Store: 10
Profit Center:

Activity:

Number of Tickets	6.00
Number of Services	3.00
Longest Ticket Time (Min.)	7.60
Shortest Ticket Time (Min.)	6.23
Average Ticket Time (Min.)	6.91
New Customers	0.00
Repeat Customers	5.00
First Ticket Started	08-01-2015 08:05:04
First Ticket Complete	08-01-2015 08:11:44
Last Ticket Started	08-01-2015 10:42:34
Last Ticket Started	08-01-2015 10:49:51

e Genuity | www.eGenuity.com | 800.600.4955 | sales@eGenuity.com

Manage **Your Labor**

Our detailed dashboard gives you up to the second details. You can make business decisions faster than ever. You can manage multiple stores from any location, measure labor percentages, and monitor employees work schedule. You can easily see and prevent employees from reaching overtime, saving you from wasting money on unneeded labor.

REMOTELY MANAGE YOUR LOCATIONS

Clock In/Out
On Mobile Devices

Utilize fingerprint readers. *Fast & Secure!*
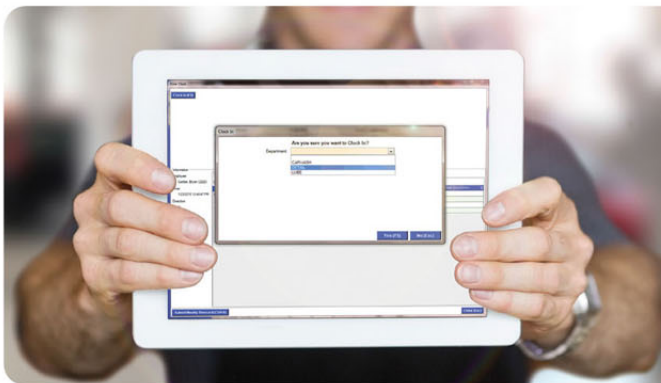
Employee **Scheduler**

Filter Employees
○ Show All   ● Show Scheduled This Week   ○ Show Scheduled Last Week   ○ This Ho

Employee Name △	Thursday Jul 28	Friday Jul 29	Saturday Jul 30
Carter, Thomas			
Clear, Pete			
Craig, Alicia			
Dallas, Tom			
Ford, Hank			
Macdonald, Mark			
Rossi, Derek			
Smith, Eddie			

Track Salesman **Performance**

Charts | Salesman Performance | Employee Labor | Scorecard | Weather

Description	This Hour	Last Hour	All Day
Total	10.00	9.00	30.00
Number Of Tickets	10.00	9.00	30.00
Addons Per Ticket	1.50	1.00	1.25
Net Sales Per Ticket	36.45	30.54	33.93

Dallas, Tom | Ford, Hank A | Gerber, Jason

Description	This Hour	Last Hour	All Day
Number Of Tickets	3.00	4.00	8.00
Addons Per Ticket	1.00	0.00	0.60
Net Sales Per Ticket	40.54	30.54	33.93

Track Employee **Hours & Overtime**

Description	Count	Hours
CARWASH	2	10.00
DETAIL	1	5.00
LUBE	3	13.00
Total	6	28.00

Name	Code	Dept	Status	Hours Today	Hours Week	Overtime Today	Overtime Week	Clocked In	Scheduled Hours
Smith, John	JS	LUBE	IN	5.00	20.5	0.00	0.00	8.00 AM	8.00
Johnson, Rebeca	RJ	WASH	IN	5.00	20.5	0.00	0.00	8.00 AM	8.00
Grimes, Jeff	JG	WASH	IN	5.00	22.0	2.00	0.00	8.00 AM	4.00
Lengerich, Tim	TL	DETAIL	IN	5.00	20.5	0.00	0.00	8.00 AM	8.00
Sharp, Craig	CS	LUBE	IN	6.00	24.0	0.00	2.00	7.00 AM	8.00
Patterson, Joe	JP	LUBE	IN	2.00	10.0	0.00	0.00	8.00 AM	5.00

More **Products & Features**

Marketing Products

Credit Card Processing

Central Office

Remote Connection

Hardware Solutions

CARFAX

Product **Add-Ons**

ezGreeter.

Customer Greeter

ezTrax
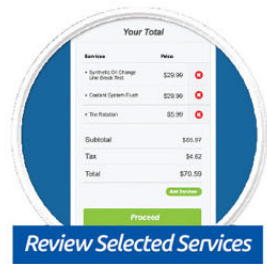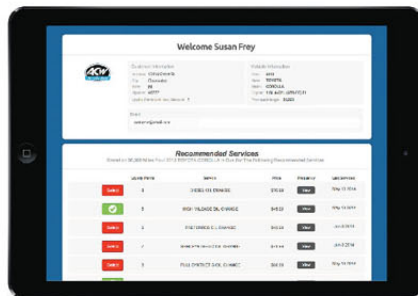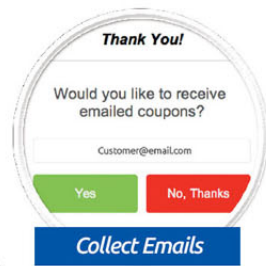
Mobile Management

ezCarTrax.

Custom Marketing App

Learn More At **www.eGenuity.com** or Call **800.600.4955**

ezGreeter | Customer Greeters

ezGreeter is the new way to greet your customers. Easily verify customer/vehicle information, and show your customers their recommended services based on their current mileage. Boost your ticket average and create happier customers! Contact us today to learn more!


The **New Way To Interact** With Customers

Select Tickets

Verify Customer Info/Mileage

Collect Emails

Update Information

Review Selected Services

ezTrax | Management **App**

ezTrax takes store management to the next level. You can control your shop from ANYWHERE on your smartphone. Check crucial business statistics from the palm of your hand. Monitor labor costs, ticket averages, net sales, alerts, detailed reports, and much more all at your convenience. At the golf course, at a meeting, or from home, you can run your shop your way.
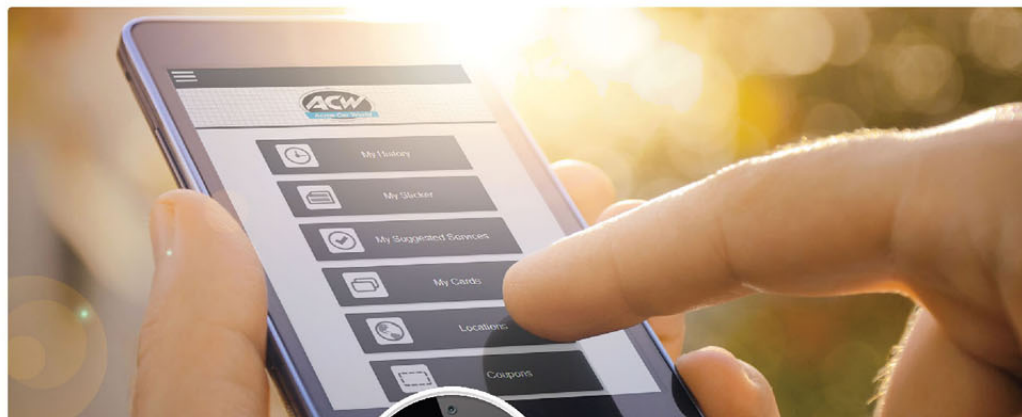

NEW & Improved

MOBILE MANAGEMENT

MANAGE FROM ANYWHERE

ONLINE
LAPTOP
TABLET
SMARTPHONE

Business Scorecard

Live Sales

Staff Members

Business Snapshot

Weather Reports
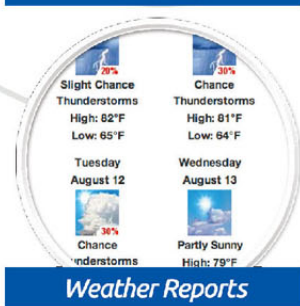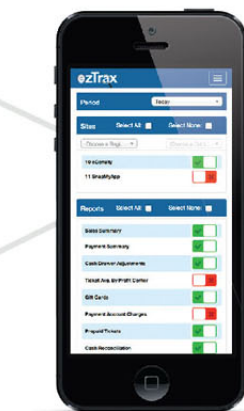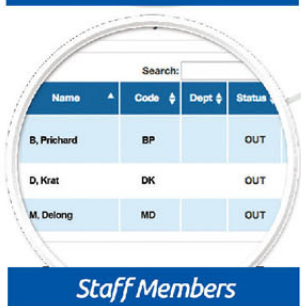
ezCarTrax | Custom Marketing **App**

ezCarTrax is your own custom app. We will create YOUR app icon, and style YOUR screens to match your business. Your customers will have access to their service history, suggested services, a store locator, online coupons, and a digital oil change reminder sticker. Not only will your personalized ezCarTrax app make your business look more legitimate, it will entice customers to return to your shop and boost your sales.

Suggested Services

Your Logo

Card Balances

Service History

Main Menu

Digital Coupons

Store Locator

Digital Sticker

CARFAX **Integration**

CARFAX is an absolutely free service that will help boost your business. CARFAX also gives you free advertising on CARFAX reports. You can use CARFAX to access customers' service history performed at your location and other shops that use CARFAX .

Benefits Of
CARFAX Integration

+ Advertises your shop for free.

+ Build customer confidence.

+ Keep customers coming back.

QUICKVIN **By CARFAX**

QuickVIN by CARFAX let's you generate a 17-digit VIN by simply entering in the vehicles license plate number and state. Order the correct parts every time and increase efficiency!

Benefits Of **QUICKVIN**

+ Get accurate vehicle information.

+ Save on costly VIN scanners.

+ Create a faster staff.

Learn More At *www.eGenuity.com* or Call *800.600.4955*

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SnapStormG

Gift Card **Programs**

+ Fixed or Variable Amounts
Sell cards for any dollar amount!

+ Discount Cards
Sell a $50 gift card for just $45!

+ Maintenance Packs
Create custom "Combo Packs." This lets you put several different services/goods on the same card. This feature cannot be found anywhere else!

Increase Revenue

Up To 72%

72% of customers will spend MORE than the value of their card.*

Up To 18%

Up to **18%** of gift cards are never redeemed.*

*sources: www.cardcash.com, www.triplefy.com

Gift Card **Samples**

ACW Gift Card
Acme Car World

ACW Acme Car World
123-456-7890 | 233 W Franklin St, Decatur, IN | www.AcmeCarWash.com

Get A Custom Card Design

Loyalty **Programs**

+ Point Based
Earn and redeem points.

+ Count Based
Set up "Buy 10, get 1 FREE!" or any combo you'd like.

+ Date Based
Discounts based on return frequency!

+ Dollar Based
Instant credit based on amount spent on previous visit.

+ Birthday Discount
Get a discount on your birthday.

Up To
45%

Up To
67%

Customer spending is up to **45%** higher for companies with loyalty programs.*

Loyalty customers spend up to **67%** more than new customers.*

*sources: www.elgin-rewards.com, www.loyaltylion.com

Keep Your
Customers
Coming Back

Loyalty Tracking **Samples**

Loyalty Cards

ACW
Acme Car World
VIP Member
www.egenuity.com | 800.000.0000

License Plate Recognition

NOV • License • 2015
00000

Coming
SOON!

SnapStormO
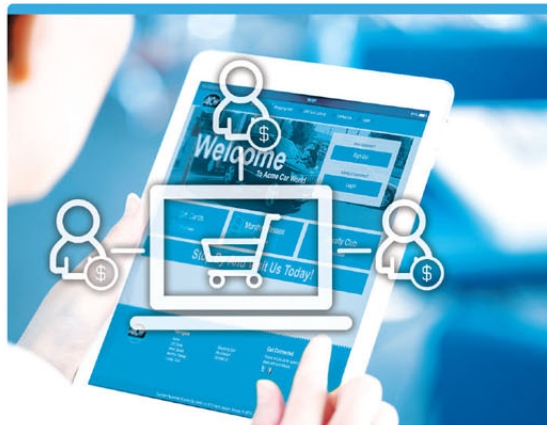
Online **Store**

+ **Sell items online**
  Sell gift cards, unlimited passes, & more online!

+ **View gift card balances.**
  Customers can quickly view gift card balances at anytime.

+ **Customer accounts**
  Customers can update their own information.

+ **Customers service history**
  Customers can view service history at their convenience.

+ **Works with current or new websites.**
  SnapStormO can be included on any website.

Sell Anything Online!

OPEN

Open 24/7.
Your online store is open even when you're not.

New Or Old
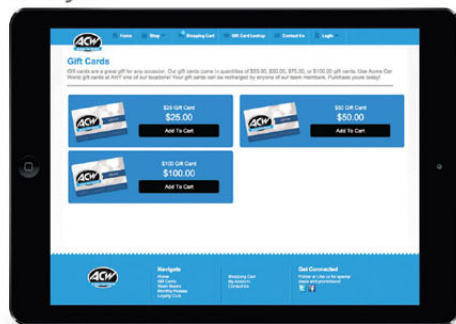SnapStormO can work with almost any website.

Powerful **Features**

Gift Card Balances

ACW
Acme Car World

Gift Card Lookup

Gift Card Number:
5685412874693205

Lookup Total

View History

My Vehicles

Tracking #   Description
00000001   2014 Buick Enclave

Save Changes

My Loyalty Points

My Loyalty Points: 2680

My Gift Card

Sell Any Item

Gift Cards

Gift cards are a great gift for any occasion. Our gift cards come in quantities of $25.00, $50.00, $75.00, or $100.00 gift cards. Use Acme Car World gift cards at ANY one of our locations! Your gift cards can be recharged by anyone of our team members. Purchase yours today!

$25 Gift Card
$25.00
Add To Cart

$50 Gift Card
$50.00
Add To Cart

$100 Gift Card
$100.00
Add To Cart

SnapStormE™

Auto Email **Programs**

Email Campaigns:

+ *Welcome Email*
+ *Thank You Email*
+ *Customer Return Email*
+ *Blast Email*
+ *Service Reminder Email*
+ *Birthday Email*
+ *Recurring Service Email*

& More!

Multiple campaign options for your business.

Set it up, and forget it. It can run automatically.

Smartly Email 1000's Of Customers At Once!


Email **Samples**

Thank You Email

ACME CAR WORLD

THANK YOU!

Dear Andy,

Thank you for bringing in your 2002 Dodge Ram. We hope we provided you

Customer Return Email

ACME CAR WORLD

Dear Bryan,

No plans today? Take advantage of our special promotion TODAY ONLY for a Basic Detail Service & Wash for just $15.00. Print the coupon below and bring it in with your vehicle(s).

Wash·Detail $15.00

See More Examples Online

www.eGenuity.com

SnapStormS

Unlimited Pass **/ Auto Recharge**

+ **Set Your Frequency**
  Monthly, quarterly, bi-yearly, or yearly.

+ **Auto Recharge**
  Automatically recharge accounts.

+ **Multiple Tracking Options**
  Utilize cards, stickers, or RFID technology.

+ **Promotes Customer Loyalty**
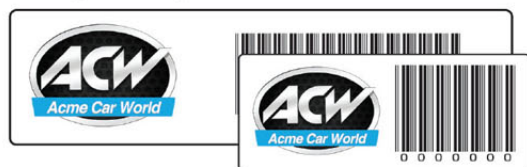 Customers are more likely to return when enrolled in
  a monthly unlimited pass.
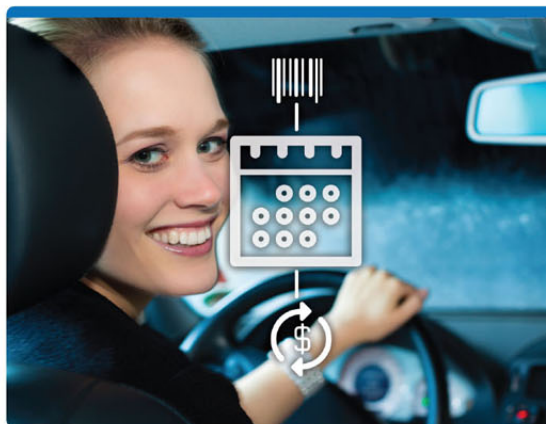
Automatically
Recharge
Accounts $

Custom
RFID Tags

Subscription Tracking **Samples**

RFID Tags & Subscription Stickers

ACW
Acme Car World

ACW
Acme Car World

0 0 0 0 0 0 0

License Plate Recognition

NOV **License** 2015

00000

Coming
SOON!

SnapStorm A/R™

Accounts Receivable **Online**

+ **View tickets & statements online.**
  Customer can easily access & view tickets/statements online.

+ **Online payment ability.**
  Customers can pay fleet accounts online.

+ **Save time & labor.**
  Less hassle collecting payments from fleets.

+ **Easy for your charge accounts**
  Customers can see monthly/yearly savings.

Fully Responsive.
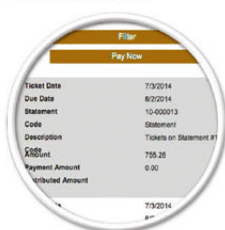Use from a desktop, tablet, or smartphone.

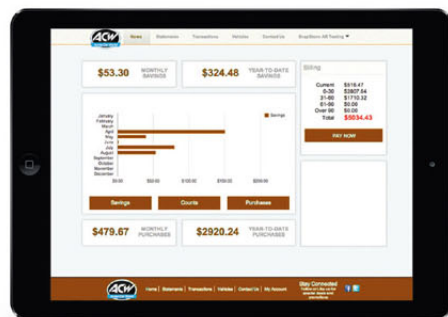**Allow Payments.**
From anywhere with internet access.

Fleet Payments Online!
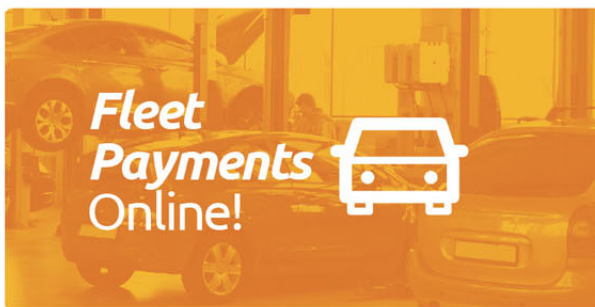
Powerful **Features**

View Savings

View Statements

Search History