

Auto/Mate Integrates DMS with Oplogic's Dealer Operator™ CRM

ALBANY, NY, UNITED STATES, October 2, 2017 /EINPresswire.com/ -- Auto/Mate Dealership Systems announced today that its [dealership management system](#) (DMS) is fully integrated with Oplogic's Dealer Operator™, a leading web-based CRM solution for auto dealers. Dealers using both Auto/Mate's and Oplogic's solutions will benefit from the increased sales and operations intelligence that the DMS and CRM deliver via real-time data exchanges between the two systems.



Auto/Mate logo

"Oplogic offers a comprehensive product suite to manage leads and customer contacts to increase sales; including CRM, desking, equity mining, call tracking, ILM, compliance and direct marketing," said Mike Esposito, president and CEO of Auto/Mate.

"We're happy our customers have choices when it comes to dealership management system (DMS) providers," said John Parent, president of Oplogic. "Auto/Mate's DMS is one of the best choices for software and support, and their integration program is relatively inexpensive, so we can pass those cost savings and efficiencies directly to our dealership clients."

Auto/Mate designed its Open/Mate program using open standards to provide an affordable integration experience for third-party vendors. The more vendors that integrate with each other, the greater cost savings dealerships are able to achieve. Auto/Mate doesn't believe in charging big certification fees because those costs get passed directly to the dealership.

Auto/Mate is an award-winning DMS vendor servicing 1,350 dealerships, including large auto groups and single-store franchises. Auto/Mate is the No. 1 DMS vendor in customer satisfaction and known for its outstanding software and customer support.

For more information, visit <http://www.automate.com> or call 877-829-7020.

About Oplogic

Oplogic (formally Wilson Technologies) was established in 2000, with headquarters in Detroit, Michigan. As one of the automotive industry's leading choices for a complete retail solution, Oplogic provides a web-based tool for driving sales while achieving record profits for its dealers. Oplogic's CRM solution incorporates security and compliance requirements into a robust platform to most efficiently manage sales, finance and service operations. Today, Oplogic has evolved to be one of the leading national auto dealer solutions by providing extremely intuitive tools for CRM, ILM, telephony, BDC, inventory, desking, F&I, compliance, equity and training services. These tools standardize and streamline processes, enhance efficiency, build revenue and increase profits for some of the largest dealer groups in the country. For more information visit www.oplogic.com

About Auto/Mate

Auto/Mate Dealership Systems is a leading provider of dealership management system (DMS) software to retail automotive dealerships, typically saving dealers thousands of dollars per month from their current provider. Our Automotive Management Productivity Suite (AMPS) is a user-friendly, feature-rich DMS in use by more than 1,350 auto dealers nationwide. Auto/Mate has received DrivingSales Dealer Satisfaction Awards every year from 2012 to 2016.

Auto/Mate's employees have more than 1,200 years of combined experience working in franchised auto dealerships, the foundation of its Designed By Car People For Car People™ slogan. Auto/Mate is committed to winning its customers' business each and every month with no long-term contracts and free software upgrades. For more information, follow us on Twitter @AutoMateDMS and subscribe to our blog at www.automate.com/blog.

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