



<http://autos.ebigpicture.com>

Feature List

1-Nov-07

	eBigPicture	competitor	competitor
Customization			
Customization by Vendor	yes	no	
Completely Canned Solution?	no	yes	
Ready to go now after quick setup?	yes	yes	yes
Completely Custom (from Scratch)	no	no	
Inventory			
Inventory Management	yes		yes
Web-based	yes	yes	
Customizable by staff: add types, makes, models	yes	via DMS?	
Photos	yes	yes	yes
Multiple Photos	yes	yes	yes
Thumbnails	yes	poor	yes
Auto Creation upon image upload	yes	yes	yes
Multiple Image Sizes? (click to see large)	yes	yes, but medium image poor	
Integration with Dealership Management Software	yes	yes	yes
Inventory Display			
Search	yes	yes	
Make, Model, Price, Type, Used/New, Age	yes	yes	yes
Sortable Results	yes	yes	
Display Similar Vehicles (eg., when results < 10)	yes	no	
Relax Search Constraints (eg., Price, when results <10)	yes	no	
Customer Services			
Vehicle Inquiry	yes	yes	yes
Contact Specific Salesperson about Vehicle	yes	no	no
Remember customer contact info	yes	yes	
Finance Calculator	yes	yes	yes
Printable Brochure (PDF containing vehicle info, salesperson)	yes	no	no
Email a Friend	yes	no	no
Make an Offer	yes	yes	
Lead Management (Customer Relations Management)			
Store contact form submissions in Database	yes	yes	yes
(finance apps, vehicle inquiries)	yes	yes	yes
eBlast - Mass eMailing Tool	yes	yes	yes
Email Blast to Customers (service customers, sales, parts, specials, to groups)			
CRM - searching, sorting, storing, categorizing	available	yes	yes
Direct Mail	yes	yes	
Surveys - survey customers	yes	no	yes
Parts			
Parts Catalog	yes	no	no
Featured Products	yes	no	no
Shopping Cart	yes	no	no
Integration with Internal Parts Database	available	no	no
Request Parts	yes	no	yes

Financing			
Secure Credit Application	yes	yes	yes
Stored in database, viewed by staff securely	yes	yes	
Integrate with Lenders	available		
Finance Calculators	yes		yes
Integrate with KBB & NADA	coming soon	yes	
	0		
Service			
Service Appointment Request Form,	yes	no	yes
Appointments emailed to staff, stored in DB	yes	no	
Auto-Notify Customer	yes	no	
Upon New Appointment	yes	no	
Reminder day before, day of	yes	no	
Full Online Scheduling			
Employment Opportunities (HR)			
Employment Application	yes	no	no
Secure	yes	no	
Stored in database, viewed by staff securely	yes	no	
Post Job Opportunities	yes	no	no
Jobs automatically deactivate on expiration date	yes	no	
Job categories	yes	no	
Other			
News Tool	yes	no	no
Display News Teasers on Home Page	yes		
Specials	yes		yes
Manage Coupons, specials	yes	no	yes
Display Specials Teasers on Home Page	yes	no	
Specials related to departments and/or vehicle makes	yes	no	yes
Contact Form	yes	yes	yes
Hide email addresses from spammers	yes	yes	
Staff Display / Management	yes	no	no
Staff photo, name, position, phone	yes	no	
Emailing staff via contact form (to thwart spammers)	yes	no	
Testimonials	yes	no	no
Show random happy customer	yes	no	no
Random vehicle photos	yes	no	yes
Email Accounts	yes	?	
branded @domain	yes	?	
Website Design			
Custom Design using existing dealer branding	yes		yes
Templates	yes		yes
Website Marketing			
Pay-per-click campaign management	available		
Website Optimization for Organic Search	yes		
Website Statistics	yes		
Customer Service			
Available Staff to manage your account	yes		yes
24 x 7 server and services technical monitoring / management	yes		
Website Hosting	yes		
Orange highlights enhanced features			