



Mitchell1[®]

In your shop, at your side

Manager SE[™]
Shop Management



“With Manager SE, I have my finger on the pulse of the repair from beginning to end.”

Your Business, Your Customers and Their Vehicles

Keeping track of all the moving parts in your auto repair business can be a challenge. That’s why we designed Manager™ SE to give you a 360-degree view of your entire shop. With that kind of visibility you can manage your business operations, your customer service, and your repairs more efficiently.

As we mark the 20th anniversary of delivering software to enhance shop productivity, we continue to make innovations to put you in control of every aspect of your business. Manager SE starts with estimating and service advisor tools and continues all the way to the final invoice. With comprehensive reporting features, you can track performance and pinpoint areas that need improvement.

And while Manager SE is helping you run the business, it’s also connecting you with your customers from the moment they bring their vehicle to your shop. With a few mouse clicks, you get access to vital customer and vehicle information, as well as additional service opportunities. Instantly see customer spending history, average number of shop visits per year, pending recommendations and unsold revisions from previous visits.

Put Mitchell 1’s decades of innovation to work for you, with an integrated approach to shop management to help you consistently meet — and even exceed — your business goals.

Take the guesswork out of running your business at maximum efficiency.

Managing Customer Service

Manager SE gives you the tools to deliver a customer experience that is second to none, so your customers return for future visits and refer your shop to others. That translates to long-term profits and growth.

Powerful front counter tools allow your service advisors to easily build accurate and profitable estimates and repair orders: fast customer and vehicle lookup, instant access to vehicle histories, access to TSBs, OEM parts, aftermarket parts and tires, the industry's benchmark labor database and integration with maintenance schedules. There's even a Customer Loyalty Snapshot so you can instantly recognize your most valuable customers when it really counts.

Managing Repair Orders

The user-friendly dashboard allows you to easily track ROs and get insight into the best fix for the cars currently in your bays. With a quick glance, you see work in progress, technician notes, sublet information, links to diagnostics and maintenance updates – a complete picture of each current vehicle status.

Connect to your choice of leading aftermarket parts catalogs for high-speed electronic parts sourcing, stock-checks, ordering, tracking and purchase order control. Manager SE automatically generates the purchase order and a visual history of the parts' status, allowing you to track progress, control inventory and related expenses, and stay on plan.

Managing the Business

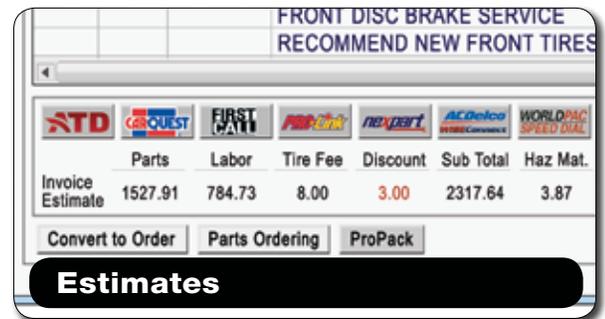
The number one goal of Manager SE is to help you attain your business objectives. With over 180 integrated reports, dive into your performance across all areas to see where you're doing well and where you need to make adjustments. Base your important business decisions on reliable information. Enhanced reporting includes total sales by department, average RO value, invoice profit summaries, service writer and technician productivity, coupon utilization, overall business snapshots, parts inventory and purchase order reporting, along with dozens of other reporting options.



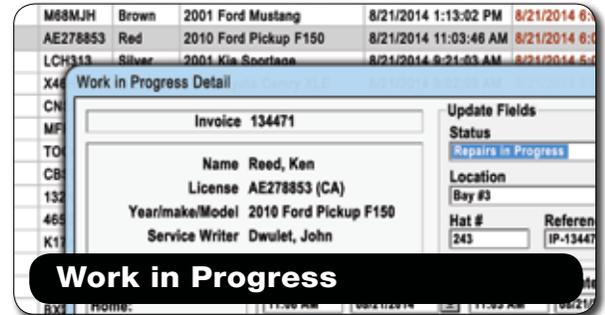
Why Choose Manager SE?

Manager SE sets the standard for shop management solutions, providing all the tools needed to operate your professional automotive business more efficiently and profitably:

- ▶ **Fast and Accurate Estimates** are just a few clicks away with shop-friendly parts and labor estimating tools.
- ▶ **Interactive Work In Progress Screen** gives you flexibility to search for vehicles and customers, verify payments, check gross margins, review vehicle history and understand what is happening in the bay right now.
- ▶ **Over 180 Integrated Reports** give you full visibility into all facets of your business, so you can identify profit centers and areas needing improvement.
- ▶ **User-Friendly Scheduler** makes it easy to set and update appointments, and schedule shop resources including technicians, bays and specialty equipment.
- ▶ **Electronic Parts Catalogs** speed up your parts sourcing and ordering process. Mitchell 1 leads the industry with an ever-growing collection of leading aftermarket parts vendors, including specialty parts and tires. Tire cataloging includes its own pricing matrix and automatic application of tire disposal fees.
- ▶ **Plate to VIN** automatically decodes the VIN from the license plate number and quickly delivers vital vehicle information such as year, make, model, engine type, service history and account details.
- ▶ **Shop Management Forum** gives you access to thousands of shops like yours in an interactive community where you can ask questions, get answers and share ideas with your peers.
- ▶ **Integration with ProDemand®** puts the most complete OEM repair information and expert-based Real Fixes from SureTrack® right at your fingertips to help you diagnose and repair cars more quickly.
- ▶ **Data Recovery** features are built-in, and your data is backed up daily. So you have peace of mind knowing that your database is protected in case of data corruption, viruses, system failure, computer theft, etc.



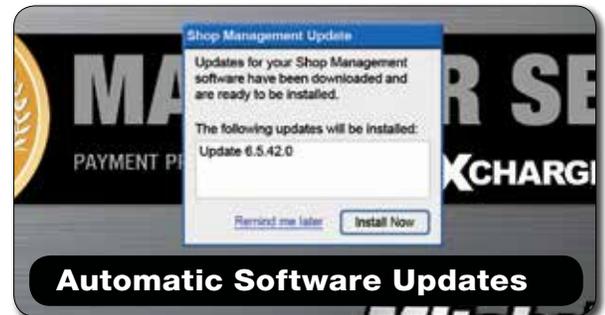
Estimates



Work in Progress



Electronic Parts Catalogs



Automatic Software Updates



Shop Management Forum



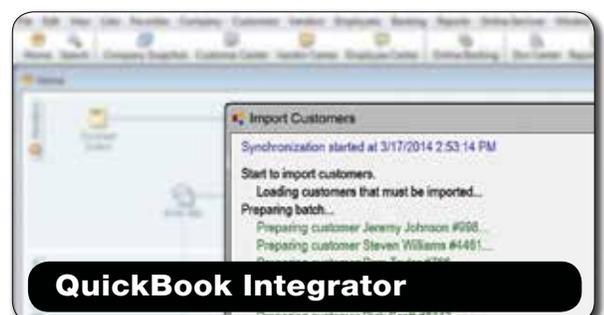
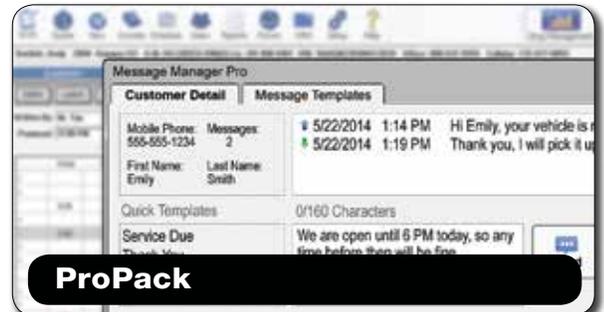
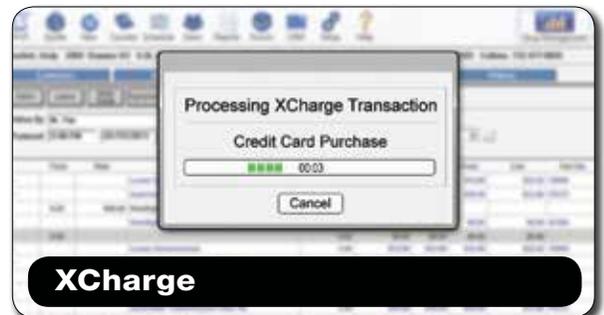
Integration with ProDemand

Optional Features & Services

Unlock the full potential of your management system with these add-ons:

- ▶ **SocialCRM** - Retain current customers and acquire new ones with state-of-the-art shop marketing tools including targeted promotions, mobile-friendly email campaigns, verified customer reviews, Internet search optimization and social media marketing services.
- ▶ **Website Services** - This cost-effective solution for designing, managing and maintaining a professional business website will help you make a good first impression on potential customers and enhance your shop's brand. The Mitchell 1 SocialCRM support team will help you build a website that ensures your content is up to date and optimized for search engines so customers can find you quickly when they look for auto repair services.
- ▶ **XCharge** - Process credit and debit card payments directly from your management software. Secure electronic payment processing in an easy-to-use system saves time and increases accuracy.
- ▶ **ProPack** - Engage your customers with a powerful collection of communication and reporting tools. The integrated tool box includes Report Pro, Message Pro and Lube Sticker Pro.
- ▶ **Mobile ManagerPro** — Unleash the power of your shop management system with fully-wireless functionality that lets you start multi-point inspections, estimates and repair orders on a tablet, right at the vehicle. You'll have access to all the features of Manager SE, along with vehicle photos, team chat, customizable canned inspection checklists, and more.
- ▶ **QuickBooks Integrator** - Save time and ensure accuracy by automatically transferring your shop's accounting and customer information from your management system directly to QuickBooks. Transmit important shop information with a single click, including: tax rates, material rates, labor rates, invoices, balances, deposits, payments and refunds, to name just a few.

To find out more about these products visit:
www.mitchell1.com





For more information:

Call us: 888-724-6742 | Visit us: www.mitchell1.com
Or find your local Mitchell 1 sales representative: www.mitchellrep.com