



## DATA IS ONE OF THE MOST VALUABLE AND SIGNIFICANT ASSETS OF ANY COMPANY.

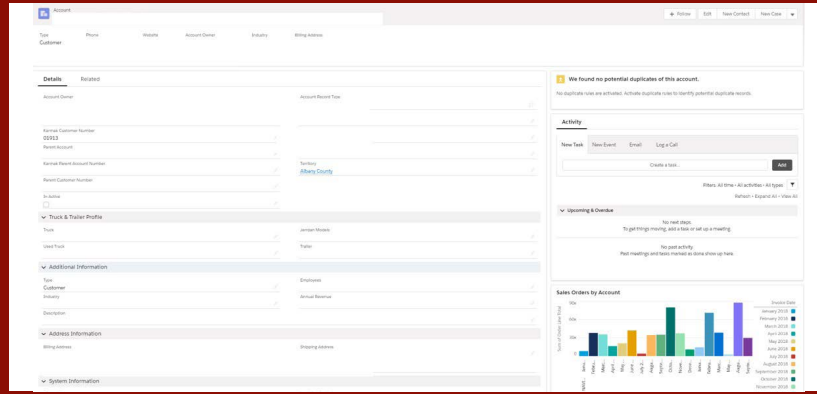
Dealerships in particular depend on their data for their day-to-day operations and to help set their future strategic directions. You implemented Karmak to transform your dealership, and to become a more data driven enterprise, and it has worked! Karmak is doing a lot of people in your firm a lot of good. Finance uses it to track inventory and analyze costs, the Service team uses it to get your customers' vehicles fixed & out the door, and your procurement group uses it to forecast need and order and track new and used vehicles in real time.



But integrating that data with CRM data can take it to the next level. Salesforce - in combination with Karmak, gives your sales or service reps powerful useable data – anytime – anywhere..

# BUILDING AN INTEGRATION QUICKLY GIVES REAL INSIGHT INTO YOUR CUSTOMER – IN THE PALM OF THEIR HANDS.

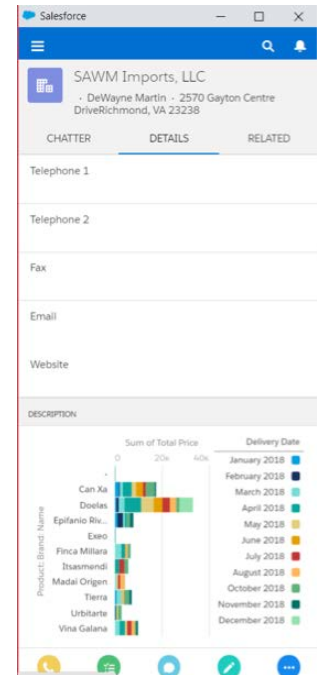
The reporting engine in Salesforce is second to none, and any data in Salesforce is Reportable (and Dashboardable)



## THINK OF THE KINDS OF THINGS YOU COULD DO WITH THAT DATA?

You could analyze Sales Data - sales at the Product or Account level – by Year, this year over Last year, by State, or Account Rep or... with integration, your remote Service Reps could analyze previous or Pending Service Orders. Your sales reps could do account reviews ON THEIR PHONE in front of customers – or review the sales data from the parking lot before the walk in - prepping them BEFORE they're face to face.

**BlackIron Group is a Salesforce and Karmak certified Services Partner**, and our integration services can enable your dealership to maximize the potential of existing data and manage rapid assimilation and integration of Karmak data. Our integrated stack of services include the use of Salesforce and Karmak API's, to link the 2 systems together seamlessly and without manual intervention. Black Iron helps companies to rapidly integrate data into their existing systems from Karmak. We deliver a high quality implementation utilizing our integrated technology framework created out of our deep experience in the areas of data integration and enterprise data quality.



We believe that BlackIron can help you quickly and affordably begin to discover all the benefits of a salesforce.com® implementation. To receive a free demonstration of this tool, please contact a BlackIron Technology sales representative by calling 203.604.6765 or e-mail us at [info@BlackIronGroup.com](mailto:info@BlackIronGroup.com)

Training Assistance, Implementation Services, and Technical Solutions for the CRM sector.  
 "Thing BIG, Think BlackIron Group"

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