

At the implementation stage, part of our service involved loading all the model management data. We were proud that the Managing Director was able to look at the system over the weekend before going live and input his data without any training whatsoever.

The project was delivered in 2 months and successfully implemented on our web hosting facility at Telehouse.

The resulting system – an easy to use powerful stock maintenance system

To accommodate the complexity of the stock attributes and the need for ease of use the management system was split into two sections. One held the data which is applicable to many cars. This would need little maintenance once set up and should not need to be accessed by the general staff in order to maintain the stock. The second section held the information which would change more often for example car colours, special features and the actual cars for sale.

The Administration interface thus became very easy to use from any browser whilst being secure. The car maintenance is now undertaken by the sales staff and takes up a very small amount of their time.



Additional features to the system are the easy preparation of car stock lists or individual car reports. These are produced dynamically from the database in a PDF format. We were able to use our experience of producing dynamic PDFs for other clients and were confident in recommending the use of TallPDF from Tall Components. Customers can request a report or stock list online, which is then sent directly to them using the same dynamic production of PDFs. Sales staff are kept informed by email of any such interest shown by potential customers.



The front-end was designed to capture the sales leads as early as possible and provide good customer service. This included a series of forms such as request for a test drive.

Technology – a scalable robust solution

The solution was built using ASP.NET. It was designed to make the most of the .NET advances in reusability, security and robustness.

The ASP.NET software design has a separate data access layer to enable any database backend. In this case SQL Server 2000 was adopted as the most secure and scalable solution with purpose built data providers from Microsoft.

TallPDF was licensed to enable the production of the stock reports and individual car details. A new requirement for information to be produced that could be hung inside the cars on the forecourts was easily met using this technology.

The site is hosted on a dual Xeon processor server, at our Telehouse hosting facility. The hosting includes access to DeepMetrix LiveStats which is probably the best log analyser available on the market.

Conclusions - The business benefits

The primary objective of delivering an easy to use and fast stock management system has been achieved. The site itself has been a success in terms of the traffic received and sales leads captured. Camtune continue to refine and enhance the system as a result.

A 2nd phase of the project to deliver on online servicing and repair cost calculator is complete and awaiting the cost data to be finalised before going live in the near future.

References / Links

Camtune site: <http://www.camtune.com>

TallPDF – <http://www.tallcomponents.com>

Microsoft.NET <http://www.microsoft.com/net/>

Further information

For further details and a quote based upon your particular requirements please contact Richard Gray + 44 (0) 20 8399 5920, rg@parabolasoft.co.uk