

# Verwood Ford's co-driver on road to hassle-free IT

**DORSET FORD DEALERSHIP Verwood Ford**, one of the largest in the area, has been run for more than 25 years by Pete Smith and his family. They employ 14 people and sell around 125 new vehicles a year and a similar number of used vehicles.

Their success depends on having completely satisfied customers, and at the heart of that is **Evolution**, Gemini systems' DMS (Dealer Management System) installed, hosted and managed by Compufix.



Compufix's relationship with Verwood Ford began a decade ago, when they were asked to take over the dealership's ageing CRM Motorman system. After nursing it through some potential disasters – and even bringing it back from the 'dead' at one stage – Compufix began replacing all hardware to bring the business bang up to date.

They finally took over their entire IT and infrastructure, helping Verwood to develop a relationship with Gemini Systems and ensure the changeover to the new Evolution DMS was smooth and went well. They also built and maintained a hosted (cloud based) server.

## The benefits

*'We were old school and a bit hesitant about IT,' said Peter Smith, MD of Verwood Ford. 'So it is very important to have a good IT partner and provider.'*

*'We get a straight answer from Compufix and they do what they say they will, which is vitally important to us. Things don't go wrong often – our uptime is more than 95 per cent – but when they do, Compufix always do their best to get us up and running again as soon as possible.'*

*'They host our Server and run it for us. Gemini's Evolution DMS is linked to Ford's system, which means we can run essential Ford-based programmes for sales, service, parts and after sales that we are required to run.'*

*'A good IT infrastructure gives us a competitive advantage in the market because we can get on with our business without worrying.'*



## Knowledge and understanding of the business

*'The beauty of **Evolution DMS** is that we can use what parts of it we need and don't have to worry about functions we don't need. It is tailored to our size of operation,' says Peter.*

*'Compufix understand our business and have our complete trust. They are always there for us and our relationship has always been very good – 100 per cent – and for a business our size we need that.*

*'One of the biggest benefits is that we can do our own management on the system – the accounting side. The customers benefit, too – from the speed and clear-cut way it shows them what work has been done. It puts out reminders and chase up letters for us, too.'*

Compufix now runs every aspect of Verwood Ford's IT, including Broadband, PC's, and back office systems, provides support to them six days a week and responds to all IT issues within a stipulated SLA – delivering 100% of the time.

This support is important to the business as without these hosted systems the Verwood team could not run and manage day-to-day operations.



## Overview from Danny Grimes, Account Manager at Compufix

*'Verwood are a Ford dealership and have had various demands from Ford over the years to implement certain Ford based IT systems.*

*'We have worked with Verwood to ensure that the back end infrastructure is a high enough specification to run these systems. We have also helped integrate these components into the current setup.*

*'Overall, they wanted an IT system that would be hosted, maintained, upgraded and backed up without any input from them – basically hassle-free hosting that ensures the server based side of things is taken care of.'*

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