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FOR IMMEDIATE RELEASE

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Strategic enhances Consumer Relationship Management (CRM) Capabilities

RAMSEY, New Jersey – November 1, 2016 – Strategic Business Systems, the leader in Motor Vehicle Distribution and Product Support technology, announces a significant enhancement in CRM technology that reflects emerging motor vehicle industry requirements. This function will be available on November 14, 2016 with Version 3.0 of Strategic’s Consumer Relationship Management System product with matching updates to its Dealer Communication System (DCS) product.

“Motor vehicle companies spend billions of dollars on marketing directed both toward customer acquisition and owner retention. It is critical that this investment is carefully managed to ensure that its return is maximized.” Says John Myers, Managing Director at Strategic. “This update reflects the aspirations of some of the most capable marketers in the industry”.

This release unifies all consumer and owner data within the enterprise no matter where the data has originated. It applies advanced data scrubbing and consolidation techniques employing both fuzzy logic as well as human review of ambiguous data in order to ensure quality and avoidance of duplicated data. This unified consumer history provides a rich base for analytics and serves as a continuing marketing resource.

This upgrade is available at no charge to all current licensees in good standing of Strategic’s Consumer Relations Management System product.

Other recent product updates:

- Cross Applications System V2.7 - [Enhanced OEM and Megadealer Security Capabilities](#)
- Product Service / Warranty / Recall System V3.2 – [Enhanced Extended Warranty Capabilities](#)
- Vehicle Distribution System V4.1 – [Integrated Vehicle Pipeline Management](#)
- Vehicle Distribution System V4.0 – [Vehicle Allocation for Complex Logistical Systems](#)

Strategic Business Systems, of Ramsey, New Jersey, provides information technology to motor vehicle OEMs. In addition to the technology discussed above, Strategic also provides a complete suite of technology supporting vehicle distribution, dealer communications, consumers, product service / warranty / recall and service parts distribution. Founded in 1982, Strategic has provided technology to over 30 motor vehicle OEMs worldwide. For more information, please visit the company’s website at www.sbsusa.com or its Motor Vehicle OEM product website at www.VehicleSystem.com

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