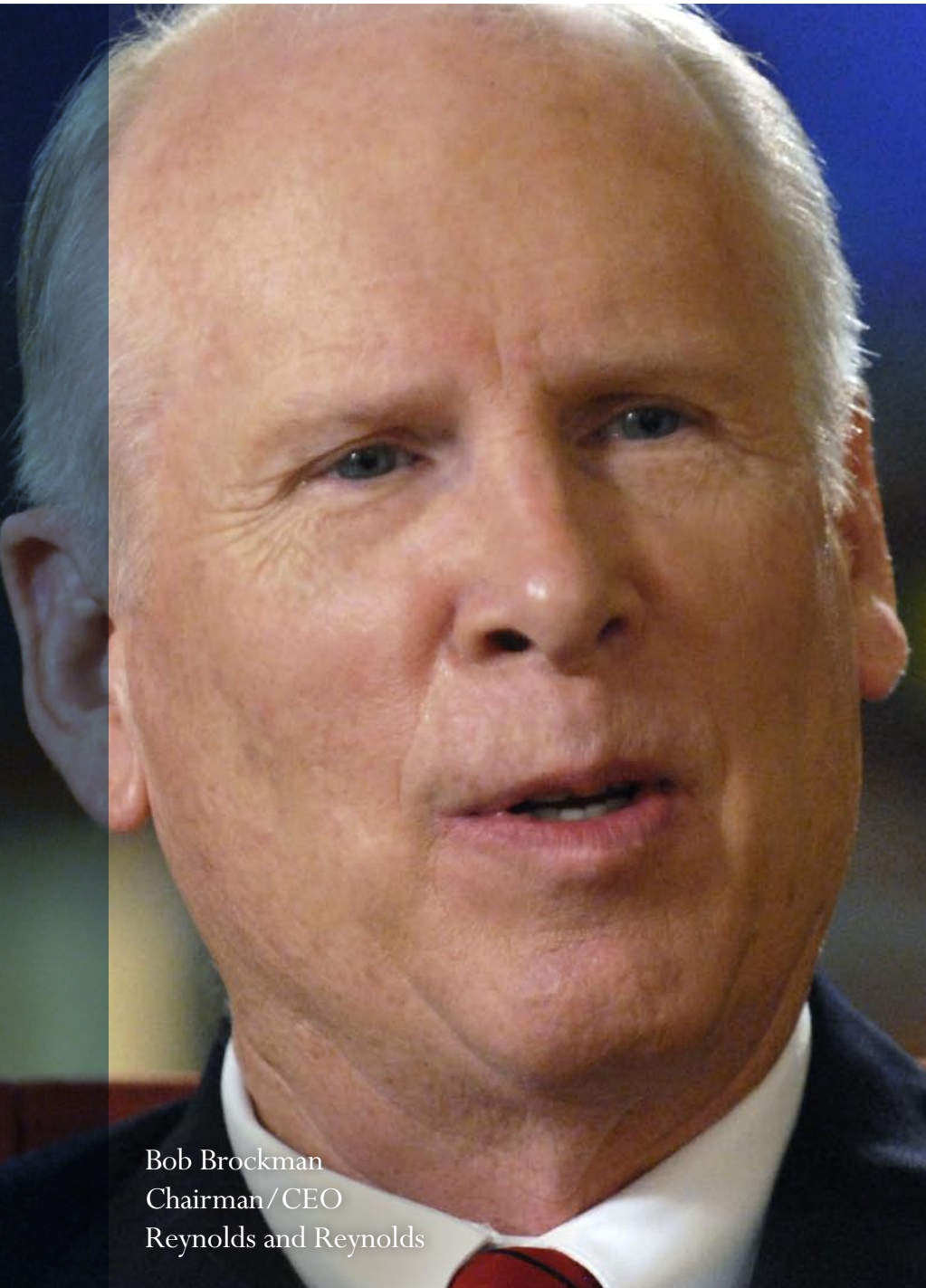


# Brockman and Sacks

## On the Record

**“With new computer systems seeming to pop up everyday, how will Reynolds maintain its share of the market?”**

**Tough Questions.** Straight Answers.



Bob Brockman  
Chairman/CEO  
Reynolds and Reynolds



Jeff Sacks  
President  
Jeff Sacks & Associates  
An NCM Company

*“The computer system itself is just a piece of the puzzle. What you really need are the people that are capable of installing and supporting it, to bring value to the dealership.”*

### On Supporting Dealers

**Sacks: With new computer systems seeming to pop up everyday, how will Reynolds maintain its share of the market?**

**Brockman:** The computer system itself is just a piece of the puzzle. On its own it doesn't really get you there. What you really need are the people that are capable of installing and supporting it, to bring value to the dealership.

Most competitors don't really have the support structure, the infrastructure that it takes, in my opinion, for dealers to really get the support they need. Reynolds has a wonderful, huge group of people that really understands this business and can help dealers get what they need out of a system. And I think as long as we continue to maintain and improve that group of people, we will be the system of choice in the industry, and that's certainly my goal. I think that in the first year of this merger, we've been able to achieve that.



Bob Brockman is the Chairman and CEO of Reynolds and Reynolds. He has worked extensively in the automotive DMS business for 37 years as founder and CEO of Universal Computer Systems, Inc. (UCS), leading up to the merger of UCS with Reynolds and Reynolds in 2006. Jeff Sacks is considered to be one of the premier experts in dealership operations. He has offered his unique consulting insights to automotive clients worldwide for the past 22 years.

### On Supporting Two Systems

**Sacks: Does it make sense from a business perspective to support two different platforms?**

**Brockman:** I think so. Take the automobile market. There's a tremendous spread of prices and features, models and makes. That's what customers want. We face the same situation in dealership management system software - we will be the first vendor that actually

has two models with different price points for each. That gives us the ability, frankly, to serve the marketplace better than just a single product company.

Both ERA® and POWER have very loyal customer followings, and both of them are of sufficient scale where you can justify continuing software investment in both. So both products will go forward, I think, for decades. Frankly, I can't conceive it would be otherwise.

### On Customers

**Sacks: Can you comment on your posture regarding customer treatment?**

**Brockman:** There's a very famous department store in Texas called Neiman Marcus. We need to be a little bit more like Neiman Marcus, a little more like Macy's, which means that we'll have to take some returns that we probably shouldn't, and we'll have to issue some credits that were probably not deserved. Another way to say it is, we're going to have a little bigger 67D policy/goodwill adjustment account.

To watch the full story, visit [www.reyrey.com/interviews](http://www.reyrey.com/interviews)



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