



Mitchell1[®]

In your shop, at your side

Manager[™] SE
Shop Management



“With Manager SE, I have my finger on the pulse of each repair from beginning to end.”

Your Business, Your Customers and Their Vehicles

Keeping track of all the moving pieces in your auto repair business is critical to your success. That’s why we designed Manager™ SE to give you a 360-degree view of your entire shop. With that kind of visibility you can manage your business operations, your customer relationships, and your repairs more efficiently.

With over 20 years of shop management software development to enhance shop productivity, we continue to make further innovations to put you in control of every aspect of your business. Manager SE leads with estimating and service advisor tools, complemented by a robust shop scheduler and crucial in-the-moment information displayed on every screen, all the way to the final invoice. Even print lube stickers to remind customers of next service. With comprehensive reporting features, you can track shop performance and pinpoint areas that need improvement.

And while Manager SE is helping you run the business, it’s also connecting you with your customers from the moment they bring in their vehicle. As you launch a new estimate or repair order, you also gain access to vital customer and vehicle information that helps personalize your service so your customers have an outstanding repair experience every time they visit. Manager SE will also remind you of any additional service opportunities that may have been recorded on previous service visits.

Put Mitchell 1’s decades of innovation to work for you, with an integrated approach to shop management to help you consistently meet — and even exceed — your business goals.

Run your business at maximum efficiency.

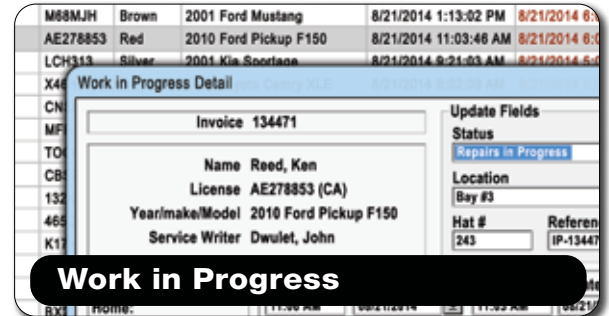
Why Choose Manager SE?

Manager SE sets the standard for shop management solutions, providing a comprehensive suite of productivity tools to help you operate your business more efficiently and profitably:

- ▶ **Fast and Accurate Estimates** are just a few clicks away with shop-friendly parts and labor estimating tools.
- ▶ **Interactive Work In Progress Screen** provides an overview of all current shop repair activity at a glance. Handle customer inquiries, monitor parts orders and track status of vehicle inspections and repairs in progress.
- ▶ **Over 180 Integrated Reports** give you full visibility into all facets of your business to track positive sales trends, review customer/vehicle history, follow-up marketing, while also identifying areas needing improvement.
- ▶ **Drag & Drop Scheduler** makes it quick and easy to set and update customer appointments, and schedule or re-assign shop resources including technicians, bays and specialty equipment for maximum efficiency.
- ▶ **Integrated Parts Catalogs** are integrated to speed and simplify your parts ordering process. Mitchell 1 leads the industry with the widest selection of leading aftermarket parts vendors, including specialty parts and tires.
Exclusive: Integration with the Honda/Acura OEM parts catalog provides greater depth of parts coverage.
- ▶ **Plate-to-VIN** decodes Vehicle Identification Number (VIN) from the license plate number/state and quickly delivers crucial vehicle information such as YMM and engine type.
- ▶ **Shop Reports** allow shop owners or managers to track business back at the shop while offsite. Access Shop Reports anywhere with your favorite internet browser via the ProDemand home screen. Selected reports are available from Accounting, Management and Inventory categories.
- ▶ **Integration with ProDemand®** puts the most complete OEM repair information and expert-based Real Fixes from SureTrack® right at your fingertips to help you diagnose and repair cars more quickly.
- ▶ **Built-in Data Security** features give you peace of mind — your data is backed up to the last keystroke and protected in case of data corruption, viruses, system failure, natural disaster, computer theft, etc.



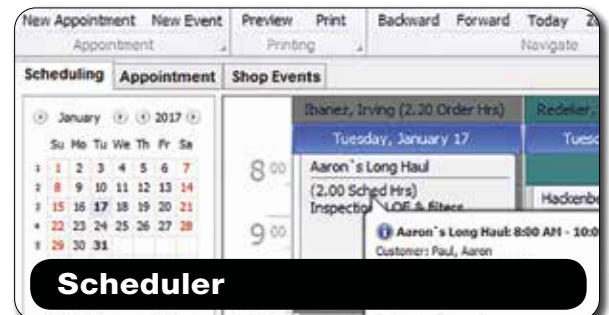
Estimates



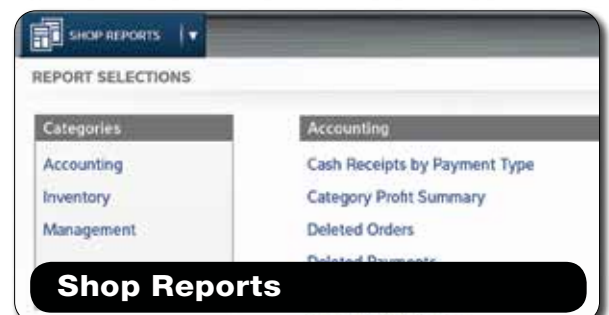
Work in Progress



Integrated Parts Catalogs



Scheduler



Shop Reports

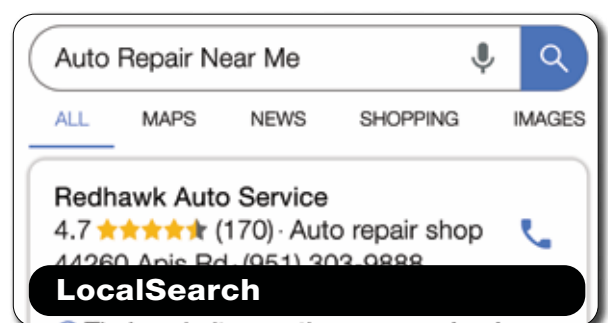
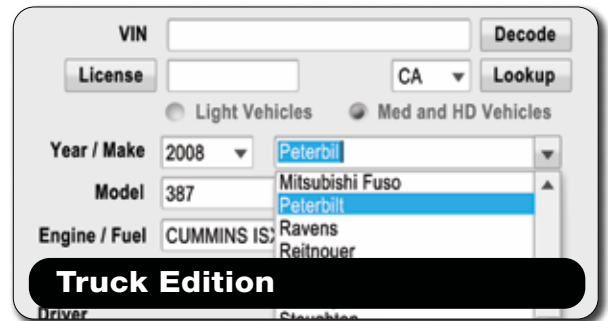
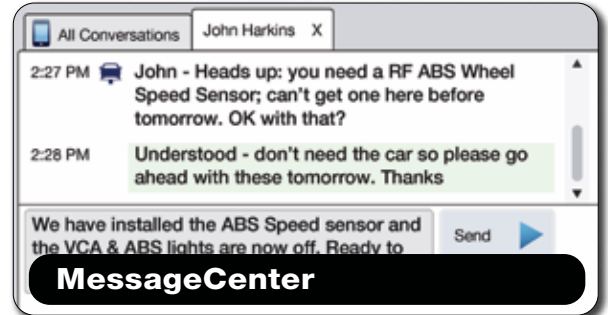
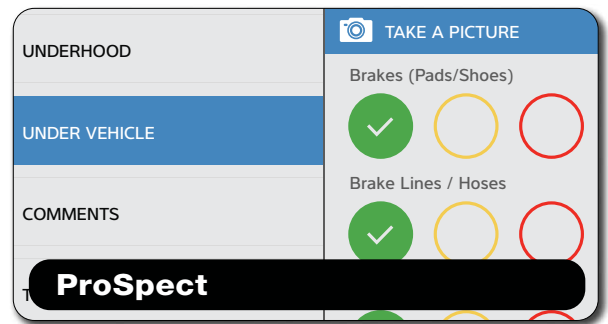


Integration with ProDemand

Optional Features & Services

Unlock the full potential of your shop management system with these add-ons:

- ▶ **ProSpect™** — Greet customers with a convenient digital vehicle check-in and inspection solution. Using an Apple or Android mobile device, identify the status of the vehicle as new or existing in your Manager SE database. Launch a customized multi-point inspection and document findings with photos and notes to share with the customer in the estimate.
- ▶ **MessageCenter** — Getting customer approvals for additional repairs quickly has long been a challenge. MessageCenter adds seamlessly integrated, two-way texting inside Manager SE, so you never have to leave Manager SE screens. Send a quick “on-the-fly” text message or a more detailed, personalized template message including shop, customer and vehicle specifics.
- ▶ **Truck Edition** — Upgrades Manager SE to include Class 4-8 (medium/heavy duty truck) vehicle selection. Users retain all of the same efficiencies including VIN Decode and Plate-to-VIN features as they do with light duty vehicles (1 ton and under).
- ▶ **SocialCRM** — Grow your business by automating your marketing, reputation management, social media and customer communication efforts. Retain current customers and acquire new ones with state-of-the-art shop marketing tools including targeted promotions, mobile-friendly email campaigns, verified customer reviews, Internet search optimization and social media marketing services.
- ▶ **Online Appointments** — Teaming Manager SE with SocialCRM allows your customers to schedule an appointment at your shop right from your LocalSearch website or email reminder. Appointment requests are delivered automatically to the Manager SE scheduler, so you can manage your shop calendar more efficiently and ensure your bays stay full.
- ▶ **LocalSearch** — Enhances online visibility of your business with premium features including a professional business website, automated blog content, website tracking, reporting and more. The optional Google Ads service helps ensure your shop gets the best possible visibility when potential customers search the internet for auto repair or maintenance service in your local area.



▶ **XCharge/1stMILE** — Secure integrated payment processing made easy saves time and effort, while increasing accuracy. Process credit and debit card payments directly from Manager SE. 1stMILE also handles chain store credit cards, gift cards and includes a financing option.



Payment Processing

▶ **Accounting Link** — Save time and ensure accuracy by automatically transferring your shop's daily accounting data from Manager SE directly into the most popular accounting packages, including QuickBooks Online. Transmit important shop information with a single click, including posted invoices, deposits, payments and closed purchase orders. You even have the option to do your books from home — or anywhere you request Accounting Link to be installed.



Accounting Link

▶ **Mobile ManagerPro** — Unleash the power of your shop management system with fully-wireless functionality that lets you start multi-point inspections, estimates and repair orders on a tablet, right at the vehicle. You'll have access to all the features of Manager SE, along with vehicle photos, team chat, customizable canned inspection checklists, and more. Also available: ProPack Report PRO - Provides tools to create customized invoices with social media icons, QR codes and your shop affiliations.



Mobile ManagerPro

Get the most out of your shop management software:

▶ **Shop Management Forum** provides daily access to thousands of shops like yours in an interactive community where you can ask questions, get answers and share ideas, best practices with your peers. You may access managerforum.net anywhere you have a browser and internet connection.



Shop Management Forum

▶ **Shop Management Workshops** help Manager users become further empowered, gaining additional value out of their software. The two-day session covers basic to advanced capabilities, best practices, and highlights new features. Attendees enjoy priceless interaction among themselves, plus skills practice with tech support agents in a hands-on computer lab.



Shop Management Workshops

“Even the most experienced and well-versed user will learn something. Excellent instructors who really care about the program.”



For more information:

Call us: 888-724-6742 | Visit us: www.mitchell1.com
Or find your local Mitchell 1 sales representative: www.mitchellrep.com