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# **mdTransit DriveTrain Administrator's Guide**

**Version 1.0**



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## Introduction to DriveTrain

This manual contains all the information needed to begin using DriveTrain, the web-based vehicle inventory and administrative management system for mdTransit. DriveTrain enables you to integrate your vehicle inventory seamlessly into your website. It is especially useful for making single changes, but does not replace the inventory data feeds that are sent daily to be displayed on the autos site. DriveTrain also allows you to manage mdTransit customer data, and view mdTransit reports.

**Note:** The core features of DriveTrain replace those provided by Cobalt's AutoShow product.

## Providing Feedback

To maintain the quality of our publications and software, we welcome your comments on the accuracy, clarity, and value of this publication and all other product documentation. Send comments to the Morris DigitalWorks Documentation Department at: [mdw.doc@morris.com](mailto:mdw.doc@morris.com).

## Getting Assistance

### Application Help

Help is available on each screen of the DriveTrain Application. Simply click the **Help** link located in the upper right of the screen, to display the help information for that screen.

### Technical Support

If you experience problems with mdTransit Reporting or any other Morris DigitalWorks product, please contact customer support at (706) 828-2955 (9am-6pm EST). You can also send an e-mail to MDW Support at [support@morris.com](mailto:support@morris.com)

## Features

The key features of DriveTrain are:

### Account Management

- Create new dealer access accounts
- Create new administrative access accounts

### Inventory Management

- Add new vehicle inventory
- Edit current vehicle inventory
- Search current inventory
- Activate / De-activate current inventory
- Highlight features vehicles

### Photo Management

### Contact Management

- Customer Management
- Create dealer contact information pages
- Create salespeople contact information

### Site Reporting

- Sitewide and dealer-specific reporting
- Overall site traffic
- Referring sites report
- Dealer inventory reports
- Dealer lead reporting
- Inventory search reports
- Dealer search report
- Monthly Dealer Analysis

- Add up to 6 photos for each vehicle
- Add dealer logos, display ads, and maps
- Add salespeople photos

## System Requirements

DriveTrain requires an Internet connection and any of the following browsers:

- Microsoft Internet Explorer 4.0 or higher
- Netscape 6.0 or higher
- Firefox/Mozilla 1.0 or higher.

## Accessing DriveTrain

### Logging In

To login to DriveTrain:

1. Go to the URL provided to you by your support representative.
2. Enter your username and password, also provided by your support representative.

**Note:** Usernames and passwords are case sensitive.

3. Click **login**, and the main screen appears as shown below.

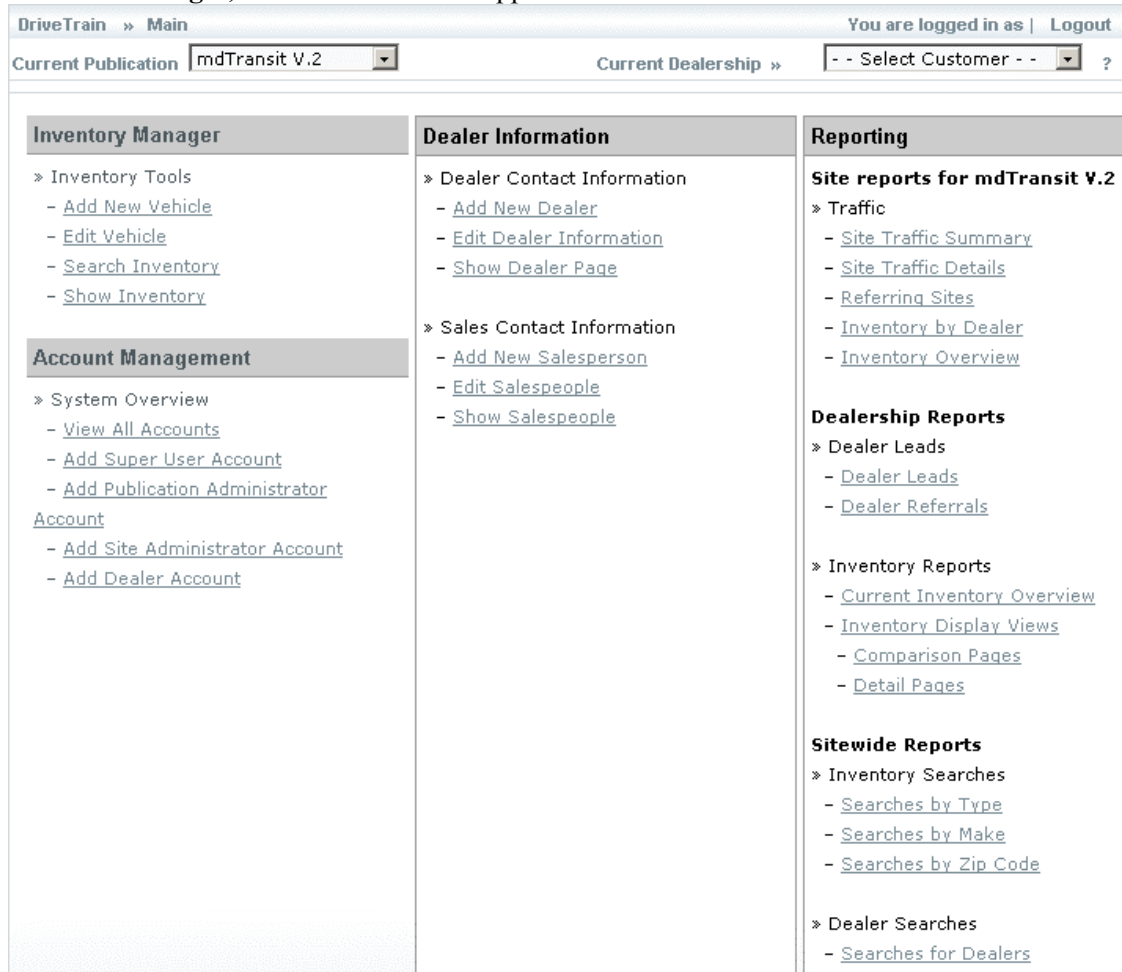


Figure 1. The DriveTrain Main Screen

### Logging Out

When you are finished using DriveTrain, you should click the **Logout** button, located at the upper right side of the screen. Clicking this button assures that no one else will be able to

use your account to access the application. Simply closing the application is not necessarily sufficient to prevent someone from accessing your session.

## Selecting a Dealership/Publication

Changing dealer and publication information for multiple properties, is accomplished using the Current Publication and Dealership selection boxes, located at the top of each DriveTrain screen.

Site Administrators and Publication Administrators can view and edit details for multiple properties. When logged in, all properties that the administrator has access to are available in the **Current Publication** box (the current publication displays by default). All dealerships that an administrative user has access to are available in the **Current Dealership** box (the current dealership displays by default).

A user with a dealer account has the ability to select different publication (property) associations from the Current Publication box. However, dealer accounts do not have a Dealership selection box, preventing a dealer from viewing/modifying another dealer's information.

**Note:** Make sure that the appropriate publication/dealer is selected before making changes in DriveTrain.



**Figure 2. Publication and Dealership selection boxes.**

## Types of Accounts

All data changes and additions made using DriveTrain are linked to specific user accounts. There are three types of accounts in DriveTrain:

- Dealers
- Publication Administrators
- Site Administrators

Each account has access only to specific features of DriveTrain as explained below.

### Dealers

Dealers are restricted to viewing only information related to their specific dealership. They do not have access to the inventory or contact information of other dealers. Dealer accounts have access to the following features:



Section	Dealer Features
Inventory Management	Add New Vehicle Edit Vehicle Search Inventory Show Inventory
Account Management	View All Publication Accounts
Dealer Information	Edit Dealer Information Show Dealer Page
Sales Contact Information	Add New Salesperson Edit Salespeople Show Salespeople
Site Reporting	Dealer Leads Dealer Referrals Inventory Display (Comparison Pages and Detail Pages) Inventory Search by Type Inventory Search By Make Inventory Search by Zip Code Searches for Dealers

## Publication Administrators

Publication Administrators have unlimited permissions and can access and edit all features, publications, and dealers within DriveTrain. This includes access to the following features:

Section	Publication Administrator Features
Inventory Management	Add New Vehicle Edit Vehicle Search Inventory Show Inventory
Account Management	View All Publication Administrator Accounts View All Publication Accounts Add Site Administrator Account Add Dealer Account
Dealer Information	Add New Dealer Edit Dealer Information Show Dealer Page
Sales Contact Information	Add New Salesperson Edit Salespeople Show Salespeople
Site Reporting	Site Traffic Summary

Site Traffic Details  
 Referring Sites  
 Inventory by Dealer  
 Inventory Overview  
 Dealer Leads  
 Dealer Referrals  
 Current Inventory Overview  
 Inventory Display Views (Comparison Pages and Detail Pages)  
 Inventory Search by Type  
 Inventory Search By Make  
 Inventory Search by Zip Code  
 Searches for Dealers  
 Monthly Dealer Analysis

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## Site Administrators

Site Administrators are property-specific users who are empowered to act as proxies for all dealers served by the property. This allows mdTransit site administrators the ability to make quick changes and corrections to dealer information and vehicle inventory. Administrators have access to the following features:

Section	Site Administrator Features
Inventory Management	Add New Vehicle Edit Vehicle Search Inventory Show Inventory
Account Management	View All Publication Accounts Add Dealer Account
Dealer Information	Add New Dealer Edit Dealer Information Show Dealer Page
Sales Contact Information	Add New Salesperson Edit Salespeople Show Salespeople Create new dealer accounts
Site Reports	Site Traffic Summary Site Traffic Details Referring Sites Inventory by Dealer Inventory Overview Dealer Leads Dealer Referrals Current Inventory Overview Inventory Display Views (Comparison Pages and

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Detail Pages)  
Inventory Search by Type  
Inventory Search By Make  
Inventory Search by Zip Code  
Searches for Dealers

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## Inventory Manager

All links under the Inventory Manager section allow you to view and edit various items relating to the inventory of the selected mdTransit customer, stored in the mdTransit database.

### Inventory Manager

- » Inventory Tools
  - [Add New Vehicle](#)
  - [Edit Vehicle](#)
  - [Search Inventory](#)
  - [Show Inventory](#)

**Figure 3. Inventory Manager Section of DriveTrain**

## Adding New Vehicles

To add a vehicle to the DriveTrain inventory:

1. On the main DriveTrain screen, locate the Current Dealership dropdown menu, and select the dealership you want to add a vehicle to.
2. Under the Inventory Manager section, click **Add New Vehicle**.

**Note:** At a minimum, the following fields must be completed in order to add a vehicle to the inventory: VIN # or Stock ID, Type, Year, Make, Model.

3. On the Add Vehicle page, enter the following information about the vehicle.
  - VIN # - The 17 digit VIN number of the vehicle.
  - Stock # - The stock number of the vehicle.
  - Type- Select either New, Certified, or Used.
  - Year- The year the vehicle was manufactured.
  - Make and Model- Select the vehicle Make from the Make selection box. The available models are then available for selection in the Model box.
  - Trim- Enter the trim for the vehicle (i.e EX,LX...)
4. Enter the Vehicle Style information:
  - Exterior Color- Color of the vehicle.
  - Transmission- (Automatic, Manual, Continuously Variable).
  - Mileage- Current mileage.
5. If desired, upload up to 6 photos of the vehicle, by clicking on the **Browse** button. Navigate to the location of the stored file, and click **Open**.

**Troubleshooting:** Some dealers may see the following message displayed under the Upload Photo section "Your property must have the following attributes in order to upload images

DATA\_ENTRY\_IMAGES\_ROOT\_PATH and/or DATA\_ENTRY\_IMAGES\_URL\_PATH.”  
If this occurs, contact your property representative, who can set these attributes in Template Manager.

**Tip:** The .gif file format is the recommended format for photos.

6. Enter the Pricing Information:
  - Price- The retail price you are asking for the car.
  - Invoice Price- Usually the Manufacturer's Suggested Retail Price (MSRP).
  - Select whether this will be a featured vehicle. Featured vehicles appear on the main autos page of your website.
7. Enter the Vehicle Description attributes:
  - Description- Include any special text to describe the vehicle, such as vehicle condition, extended warranties, etc. The limit is 250 characters.
  - Vehicle Class- (Compact, Midsize, Minivan...)
  - Body Style- (4-door 5-Passenger, 2-door 5-passenger...)
  - Body Type- Passenger Car, Sport Utility Vehicle, Passenger Van...)
  - Doors- The number of doors.
  - Engine- The base engine type (i.e. Inline 4) or the amount of Horsepower (i.e. 300,350, 400). Ex. Inline 4 cylinder, cast aluminum block and head.
  - Induction- The vehicle's fuel Induction (i.e. SFI, Seq. EFI, SEFI)
  - Displacement- (ci/cc 91.3/1496...)
  - Cylinders- (four, six, eight...)
  - Fuel Type- (Regular Unleaded, Premium Unleaded, Diesel, Natural Gas)
8. Select any of the Vehicle Features, by selecting the checkbox next to the feature.
9. Click **Save Changes and Continue**.

## Editing Existing Vehicles

To edit an existing vehicle:

1. From the main DriveTrain screen, under the Inventory section, click **Edit Vehicle**.
2. On the Modify Inventory page, browse the inventory until you find the vehicle that you want to modify, and click the make/model link to open the vehicle details.
3. On the Vehicle Details page, click **Edit Vehicle** located in the upper right corner.
4. Make any desired changes to the vehicle information and click **Save Changes and Continue**.

Or

1. From the main DriveTrain screen, under the Inventory section, click **Edit Vehicle**.
2. On the Modify Inventory page, browse the inventory until you find the vehicle you want to modify. Click the **Edit** link located under the edit column.

## Searching Inventory

You can use the search feature to easily locate a vehicle or vehicles contained in the DriveTrain inventory.

DriveTrain » Search Inventory

Current Dealership » -- Select Customer -- ?

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**Search Inventory for all dealers**

**7240 vehicles in current inventory**

**Search by VIN #**

**Search by Keyword**

**Search for specific Ad Id #**

**Additional Search Options**

**Type of Sale** -- Show All Vehicles --

**Vehicle Status**  Active  Inactive  Featured

**Vehicle Type**  New  Certified  Used

**Make**

**Model**

**Style**

**Class**

**Exterior Color**

**Transmission**  Auto  Manual

**Model Years** - Any - -to- - Any -

**Price Range** - Any - -to- - Any -

**Start Date** - Show vehicles loaded in the -

**Inventory Manager**

» Inventory Tools

- [Add New Vehicle](#)
- [Edit Vehicle](#)
- [Search Inventory](#)
- [Show Inventory](#)

**Figure 4. Inventory Search Screen**

### Quick Search

To perform a Quick Search:

1. Enter either of the following: VIN #, Ad ID #.
2. Click **Quick Search**.

### Full Search

To perform a more in depth search, enter any of the following options, then click **Search Inventory Now** at the bottom of the page:

- Type of Sale- (New/Used)
- Vehicle Status- (Active/Killed /Featured)

DriveTrain v 1.0 9

- Vehicle Type- (New/Used/Certified)
- Make- (i.e. Honda, Ford, Toyota)
- Model- (Civic, Focus, Camry)
- Style- The Trim level (i.e. LX, EX...)
- Class- (Compact, Sport Utility Vehicle...)
- Exterior Color- Color of the vehicle.
- Transmission- (Auto/Manual)
- Model Years- The years of manufacture.
- Price Range- The retail price you are asking for the car.
- Start Date- The earliest date to begin the search results. (last 24 hrs/last week/last month/last quarter)

## **Displaying All Inventory**

This page displays a list of all vehicles for the selected dealership contained in the DriveTrain Inventory for the selected dealership. The following information is provided for each vehicle:

- Year/Make/Model
- Color
- Price
- Type (New/Used/Certified)
- Whether it has an associated photo.
- Show- Changes the ad status from “Pending Payment” to “Active\_Immediate”
- Top (Admins only option)- Controls ad placement priority.

To view details on each vehicle, click the vehicle make/model link, to open the complete vehicle options.

DriveTrain » Show Inventory You are logged in | Logout

Current Dealership » -- Select Customer -- ?

[Search Inventory](#)
**Inventory Manager**

**7240 vehicles found** 1 of 145 « 1 2 3 ... 143 144 145 »

Year Make / Model	Color	Price	Type	Pix	Show	Top	Edit	Lock
<b>Inventory</b>								
<a href="#">2003 asdf a asf asf</a>		\$0	NEW	0	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">2005 Chevvy Imapala</a>	White	\$10,000	NEW	1	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">2005 MoDigital mdTransit</a>	Black	\$60,000,000	CERTIFIED	1	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">2003 Toyota Camry</a>	White	\$16,000	CERTIFIED	1	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">1994 Turing Machine</a>		\$100,001	CERTIFIED	0	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">1994 Turing Machine</a>		\$100,001	CERTIFIED	0	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">1994 Turing Machine</a>		\$100,001	CERTIFIED	0	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">1994 Turing Machine</a>		\$100,001	CERTIFIED	0	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">1994 Turing Machine</a>		\$100,001	CERTIFIED	0	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">1994 Turing Machine</a>		\$100,001	CERTIFIED	0	<input type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">2005 Acura TL</a>	Silver	\$0	NEW	0	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">2005 Acura RSX</a>	Blue	\$0	NEW	1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">2005 Acura RSX</a>	Silver	\$0	NEW	1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>
<a href="#">2005 Acura TSX</a>	Silver	\$0	NEW	1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<a href="#">Edit</a>	<input type="checkbox"/>

[Save Changes and Continue »](#)
[Cancel](#)

» Inventory Tools

- [Add New Vehicle](#)
- [Edit Vehicle](#)
- [Search Inventory](#)
- [Show Inventory](#)

Figure 5. All DriveTrain Inventory is displayed on the Display All Inventory Screen.

## Account Management

DriveTrain Account Management simplifies the frequent administrative tasks associated with maintaining user accounts.

### Viewing All Accounts

This screen displays all of the accounts for the DriveTrain Application. You cannot edit accounts from this screen.

DriveTrain » View Accounts Super User »				You are logged in as   Logout
User Name	First Name	Last Name	Email	Property Associations
10301:test0	test0	dirt	<a href="mailto:test@test.com">test@test.com</a>	JAX DEMO - 9426
10301:test2	tes2	cheese	<a href="mailto:test2@test.com">test2@test.com</a>	MCC - 22
10301:test1	test1	cheese	<a href="mailto:test1@test.com">test1@test.com</a>	MCC - 22
10301:test5	test5	test5	<a href="mailto:joechesse@msn.com">joechesse@msn.com</a>	MCC - 22
10301:test15	test15	test15	<a href="mailto:cheese@msn.com">cheese@msn.com</a>	MCC - 22
10301:test17	Btest	Tester	<a href="mailto:cheese2@msn.com">cheese2@msn.com</a>	MCC - 22
10301:bob-test17	bob-test17	test17	<a href="mailto:bob-test17@test.com">bob-test17@test.com</a>	MCC - 22
10301:bob-test20	Btest	Tester20	<a href="mailto:bob-test20@test.com">bob-test20@test.com</a>	mdTransit V.2 - 9425 JAX DEMO - 9426 REPORTING 2.0 - 9446
10301:test21	test21	test21	<a href="mailto:bob-test21@test.com">bob-test21@test.com</a>	MCC - 22
10301:test22	test22	test22	<a href="mailto:test22@test.com">test22@test.com</a>	mdTransit V.2 - 9425 JAX DEMO - 9426 REPORTING 2.0 - 9446
10301:test27	dealeraccount	dealeraccount	<a href="mailto:test27@testagain.com">test27@testagain.com</a>	JAX DEMO - 9426
10301:test29	dealeraccount2	dealeraccount2	<a href="mailto:test29@testagain.com">test29@testagain.com</a>	JAX DEMO - 9426
10301:test30	dealeraccount3	dealeraccount3	<a href="mailto:test30@testagain.com">test30@testagain.com</a>	JAX DEMO - 9426
10301:test28	dealeraccount1	dealeraccount1	<a href="mailto:test28@testagain.com">test28@testagain.com</a>	REPORTING 2.0 - 9446

Figure 6. View All Accounts Screen

#### Screen Details

**User Name-** The Username of the account.

**First Name/Last Name-** First and Last Name of the registered user.

**E-mail-** E-mail address of the account.

**Property Associations-** The number of properties the account has access to. The number, is the Property ID.

### Adding New Accounts

Site and Publication Administrators have the ability to view and crate new accounts. Dealers can view their DriveTrain dealer accounts that administer their information, but cannot add or modify accounts.

#### New Dealer Accounts

Only Site Administrators, and Publications Administrators can create dealer accounts. Dealer accounts are restricted to viewing only information related to their specific dealership. They do not have access to the inventory or contact information of other dealers.



DriveTrain » Add Dealer Account » You are logged in as | Logout

First Name: [Yellow Highlighted Text Box]

Last Name: [Yellow Highlighted Text Box]

Username: [Text Box]

Password: [Text Box]

Email Address: [Yellow Highlighted Text Box]

Property Association:  Autos.Amarillo.com

Customer: [All American Motorplex]

Create Account

**Figure 7. Add Dealer Account Screen**

To add a DriveTrain Dealer account:

1. From the main DriveTrain screen, under Account Management, click **Add New Dealer Account**.
2. On the Dealer Account page, enter the following information for the dealer:
  - First Name
  - Last Name
  - Username- Must be less than 100 characters and can consist of any combination of letters, numbers and characters.
  - Password- Must be less than 100 characters and can consist of any combination of letters, numbers and characters.
  - Email Address
3. Under **Property Associations**, select the properties that this user will have access to.
4. From the **Customer** list box, select the name of the dealership this account is for.
5. Click **Create Account**.

### New Site Administrator Accounts

Site Administrators are property specific accounts which are empowered to act as proxies for all dealers served by the property. Only Publication Administrators can add new Site Administrator accounts.

DriveTrain » Add Site Admin Account » You are logged in as | Logout

First Name:

Last Name:

Username:

Password:

Email Address:

Property Administration:  Autos.com

Customer: **Site Admin**

**Figure 8. Add Site Administrator Account Screen**

1. From the main DriveTrain screen, click **Add New Administrator Account**.
2. On the Add Administrative Account Page, enter the following information for the person you are setting up as an administrator:
  - First Name
  - Last Name
  - Username- Must be less than 100 characters and can consist of any combination of letters, numbers and characters.
  - Password- Must be less than 100 characters and can consist of any combination of letters, numbers and characters.
  - Email Address
3. Under **Property Administration**, select the properties that this user will have access to.
4. Click **Create Account**.

### New Publication Administrator Accounts

Publication Administrator Accounts have unlimited permissions and can access and edit all aspects of DriveTrain inventory and accounts.

**Note:** Only Morris DigitalWorks Super Users can create Publication Administrator accounts. If you are not a Super User, contact your property representative to have one created.

DriveTrain » Add Publication Administration Account » You are logged in as | Logout

First Name:

Last Name:

Username:

Password:

Email Address:

Property Administration:  MCC  GALEGALS  
 HILLSDALE TOPADS  Registration-PSearch Test

Customer: Publication Admin

**Figure 9. Add Publications Administrator Account Screen**

1. From the main DriveTrain screen, click **Add New Publication Administrator Account**.
2. On the Add Publication Administrative Account page, enter the following information for the person you are setting up as an administrator:
  - First Name
  - Last Name
  - Username- Must be less than 100 characters and can consist of any combination of letters, numbers and characters.
  - Password- Must be less than 100 characters and can consist of any combination of letters, numbers and characters.
  - Email Address
3. Under **Property Administration**, select the properties that this user will be able to act as an administrator for.
4. Click **Create Account**.

## Dealer Information

The Dealer Information section is where dealers can view and update all of their dealer information, salesperson information and inventory settings.

## Adding a New Dealer

DriveTrain » Add Dealer You are logged in as | Logout

Current Publication Autos.Amarillo.com Current Dealership » All Seasons Motorplex All Seasons Motorplex

Dealership Information	Dealer Information
<b>Dealer Name</b> <input type="text"/>	> Dealer Contact Information - <a href="#">Add New Dealer</a> - <a href="#">Edit Dealer Information</a> - <a href="#">Show Dealer Page</a>
<b>Address</b> <input type="text"/> <input type="text"/>	> Sales Contact Information - <a href="#">Add New Salesperson</a> - <a href="#">Edit Salespeople</a> - <a href="#">Show Salespeople</a>
<b>City</b> <input type="text"/>	
<b>State</b> <input type="text"/>	
<b>Zip Code</b> <input type="text"/>	
<b>Phone Number</b> <input type="text"/>	
<b>Fax Number</b> <input type="text"/>	
<b>Email Address</b> <input type="text"/>	
<b>Website Address</b> <input type="text" value="test"/>	
<b>Dealer Description and Logo</b>	
<b>Description</b> <input type="text"/>	
» Add Logo <input type="text"/> <input <="" td="" type="button" value="Browse..."/> <td></td>	
» Add Map <input type="text"/> <input <="" td="" type="button" value="Browse..."/> <td></td>	
» Add Dealership Image <input type="text"/> <input <="" td="" type="button" value="Browse..."/> <td></td>	
» Add Display Ad <input type="text"/> <input <="" td="" type="button" value="Browse..."/> <td></td>	
<b>Hours of Operation</b>	
<b>General Notes</b> <input type="text"/>	
<b>Dealership Settings</b>	
<b>Dealer Type</b> <input type="checkbox"/> New <input type="checkbox"/> Used <input type="checkbox"/> New and Used	
<b>Brands Sold</b> <input type="text"/>	
<b>Business Type</b> <input type="text"/>	
<b>Preferred Dealer</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
<b>Marketing Level</b> <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	
<b>Dealer Status</b> <input checked="" type="checkbox"/> Active <input type="checkbox"/> Inactive	
<b>Customer Type</b> CUSTOMER	
<b>Time Zone</b> <input type="text"/>	
<b>Account Status</b>	
<b>Property</b> Autos.Amarillo.com	
<b>Property ID</b> 10405	
<b>Cobalt Dealer ID</b> <input type="text"/>	
<input type="button" value="Save Changes and Continue &gt;"/> <input type="button" value="Cancel"/>	

Figure 10. Add a New Dealership Screen

1. From the main DriveTrain screen, under Dealer Information, click **Add New Dealer**.
2. On the Dealership Information page, enter the following information about the dealership for which you are creating:
  - Dealer Name
  - Address
  - City
  - State
  - Zip Code
  - Phone Number
  - Fax Number
  - Email Address
  - Website Address- Enter the absolute URL path. (i.e. <http://www.website.com>)
  - Point of Contact- The main person/email address to contact regarding questions about the dealership.
3. Enter a Description of the dealership. This can be any information you desire, but must be fewer than 250 characters.
  - Attach a Logo for the dealership, by clicking the **Browse** Button. Browse to the location where the logo is stored, and click **Open**.
  - Add a Map by clicking the **Browse** Button. Browse to the location where the map is stored, and click **Open**.
  - Add a Dealership Image by clicking the **Browse** Button. Browse to the location where the image is stored, and click **Open**.
  - Add a Display ad by clicking the **Browse** Button. Browse to the location where the ad is stored, and click **Open**.

**Note:** All logos, maps, dealer images, and display ads must adhere to the following size limitations. The Optimal Size is 150w x 40h. All files should be less than 10k in size and be either a JPG or GIF file.
4. If desired, enter the dealer's hours of operation.
5. Set the following Dealership Settings:
  - **Dealer Type**- The type of vehicles sold by the dealer. Select from New/Used/New and Used.
  - **Brands Sold**- Car Brands sold by the dealership. (i.e. Dodge, Chrysler, Jeep)
  - **Preferred Dealer**- Yes/No
  - **Dealer Status**- (Active or Inactive)
  - **Customer Type**- This option is not editable.
  - **Time Zone**- Select the time zone of the dealer.
6. The Account Status Section, displays the name of the MBU the dealer is a part of, and the property ID. If the dealership is a previous Cobalt customer and has a Cobalt ID, enter it here as well.

7. Click **Save Changes and Continue**.

## Editing an Existing Dealer's Information

To edit a dealer:

1. From the main DriveTrain screen, click **Edit Dealer Information** under the Dealer Information section.

**Note:** This page also displays the following information about the dealer: Created by, Date Created, Updated by, and Date Updated.

2. On the Modify Dealer page, make any desired changes.
3. (Optional) To view how the dealer information appears on the live site, click **Show Dealer**, located directly under the Dealership Information heading at the top of the page.
4. When you have made all desired changes, click **Save Changes and Continue**.

## Editing an Existing Dealer Logo/Map/Image/Ad

The Edit Dealer Information page, displays all current images/maps/logos/ads currently uploaded for the dealer. This page also displays the type of each file, dimension and image ID. From this page, administrators and dealers can add, modify and delete logos, maps, images and display ads.

### To Add a new logo/Map/Image/Ad

1. Go to the Edit Dealer Information page.
2. Scroll to the Dealer Description and Logo section. Find the **Add Dealership Image, Add Display Image, Add Logo, or Add Map** box.
3. Click **Browse**, and go to the location of the stored image file. Click **Open**.
4. Continue with changes to other dealer information, then click **Save Changes and Continue**.

### To Modify a logo/Map/Image/Ad

1. Go to the Edit Dealer Information page.
2. Scroll to the Dealer Description and Logo section. Find the **Change/Delete Logo, Change Delete/Map, Change/Delete Image** or **Change/Delete Ad** box.
3. Click **Browse**, and go to the location of the stored image file that you want to replace the current file. Click **Open**.
4. Continue with changes to other dealer information, then click **Save Changes and Continue**. The new image will appear in place of the old image in the dealer information page.

### To Delete logo/Map/Image/Ad

1. Go to the Edit Dealer Information page.
2. Scroll to the Dealer Description and Logo section. Find the **Change/Delete Logo, Change Delete/Map, Change/Delete Image** or **Change/Delete Ad** box.
3. Click **Browse**, and go to the location of the stored image file that you want to delete. Click **Open**.
4. Continue with changes to other dealer information, then click **Save Changes and Continue**. The image will no longer appear on the dealer information page.

## Show Dealer

The Show Dealer page, displays the dealer's information as it will appear on the live autos site, including graphics. You can edit the information by clicking **Edit Dealer**. Click **View Salespeople** to view this dealership's salespeople. You can view this page in several ways:

- From the main DriveTrain screen, click **Show Dealer** under the Dealer Information section.
- From the Edit Dealer page, click **Show Dealer**, located at the top of the page.

DriveTrain » Show Dealer You are logged in as | Logout

Current Publication Autos.Amarillo.com Current Dealership » All Seasons Motorplex All Seasons Motorplex ?

<a href="#">Edit Dealer</a> <a href="#">View Salespeople</a>		Dealer Information
<b>Dealer Name</b>	All Seasons Motorplex	» Dealer Contact Information - <a href="#">Add New Dealer</a> - <a href="#">Edit Dealer Information</a> - <a href="#">Show Dealer Page</a>  » Sales Contact Information - <a href="#">Add New Salesperson</a> - <a href="#">Edit Salespeople</a> - <a href="#">Show Salespeople</a>
<b>Address</b>	2725 W. 45th	
<b>City</b>	Amarillo	
<b>State</b>	TX	
<b>Zip Code</b>	79110	
<b>Phone Number</b>	(806) 351-2667	
<b>Fax Number</b>		
<b>Email Address</b>	asmotorplex@hotmail.com	
<b>Website Address</b>	<a href="http://www.allseasonsmotorplex.com/">http://www.allseasonsmotorplex.com/</a>	
<b>Dealer Description and Logo</b>		
<b>Description</b>		
<b>Logo</b> <small>(optimal size 150w x 40h, under 10K, JPG or GIF)</small>	No logo present	
<b>Map</b> <small>(optimal size 150w x 40h, under 10K, JPG or GIF)</small>	No map present	
<b>Dealership Image</b> <small>(optimal size 150w x 40h, under 10K, JPG or GIF)</small>	No dealership image present	
<b>Display Ad</b> <small>(optimal size 150w x 40h, under 10K, JPG or GIF)</small>	No display ad present	
<b>Hours of Operation</b>		
<b>General Notes</b>		
<b>Dealership Settings</b>		
<b>Dealer Type</b>	Used	
<b>Brands Sold</b>		
<b>Business Type</b>		
<b>Preferred Dealer</b>	No	
<b>Marketing Level</b>		
<b>Dealer Status</b>	ACTIVE	
<b>Customer Type</b>	CUSTOMER	
<b>Time Zone</b>		
<b>Account Status</b>		
<b>Property</b>	Autos.Amarillo.com	
<b>Property ID</b>	10405	
<b>Dealer ID</b>	782964	
<b>Customer ID</b>	3118965	
<b>Created By</b>	mdData Distribution System (REALESTATE)	
<b>Date Created</b>		
<b>Updated By</b>		
<b>Date Updated</b>		
<input type="button" value="Return to the DriveTrain Menu"/>		

Figure 11. Show Dealer Screen



## Adding a New Salesperson

DriveTrain » Add Salesperson You are logged in as | Logout

Current Publication Autos .com Current Dealership » All Seasons Motorplex All Seasons Motorplex

Salesperson Information	Dealer Information
<p><b>Dealer Name</b> All Seasons Motorplex</p> <p><b>Employee Name</b> First: <input type="text"/> Middle: <input type="text"/> Last: <input type="text"/></p> <p><b>Title</b> <input type="text"/></p> <p><b>Phone Number</b> <input type="text"/></p> <p><b>Email Address</b> <input type="text"/></p>	<p>» Dealer Contact Information</p> <ul style="list-style-type: none"> <li>- <a href="#">Add New Dealer</a></li> <li>- <a href="#">Edit Dealer Information</a></li> <li>- <a href="#">Show Dealer Page</a></li> </ul> <p>» Sales Contact Information</p> <ul style="list-style-type: none"> <li>- <a href="#">Add New Salesperson</a></li> <li>- <a href="#">Edit Salespeople</a></li> <li>- <a href="#">Show Salespeople</a></li> </ul>
<b>Salesperson Description and Photo</b>	
<p><b>Description</b> <input type="text"/></p> <p>» Add Photo <input type="text"/> <input type="button" value="Browse..."/></p>	
<b>Work Schedule</b>	
<p><b>General Notes</b> <input type="text"/></p>	
<b>Employee Settings</b>	
<p><b>Marketing Level</b> <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5</p> <p><b>Current Status</b> <input checked="" type="radio"/> Active <input type="radio"/> Inactive</p> <p><b>Customer Type</b> EMPLOYEE</p>	
<b>Account Status</b>	
<p><b>Property</b> Autos.Amarillo.com</p> <p><b>Property ID</b> 10405</p>	
<input type="button" value="Save Changes and Continue »"/> <input type="button" value="Cancel"/>	

**Figure 12. Add New Salesperson Screen**

To add a new salesperson, do the following:

1. Enter the following Salesperson Information:
  - **Employee Name**- Enter the First, Middle, and Last name of the salesperson.
  - **Title**- Employee's title (i.e. General Manager)
  - **Phone Number**
  - **Email Address**

2. Enter the following Description and Photo information:
  - **Description.** This can be any information desired, but usually includes background information and experience of the salesperson.
  - **Add Photo.** If desired, a photo of the salesperson can be added by clicking **Browse**. Navigate to the location where the photo is stored, and click **Open**.
3. Enter the work hours of the salesperson.
4. Enter the following Employee Settings:
  - **Current Status.** Select whether this salesperson is Active, or Inactive. Inactive salespeople are not displayed on the live autos site.
  - **Customer Type.** This field is non-editable.
5. Click **Save Changes and Continue**.

## Edit a Salesperson's Information

1. From the main DriveTrain page, click **Edit Salesperson**.
2. On the Edit Salesperson page, make any desired changes, and click **Save Changes and Continue**.

## Show Salespeople

1. From the main DriveTrain screen, select a dealership from the **Current Dealership** box.
2. Under the Sales Contact Information section, click **Show Salespeople**.
3. All current salespeople for the specified dealership are displayed.

## Reporting

MdTransit provides a robust web-based reporting system that allows site administrators to compile valuable traffic and usage statistics about their Autos site. Dealers can compile a variety of reports containing data only for their dealership.

## Report Types

There are three main types of DriveTrain reports:

**Site Reports-** Displays statistics for the mdTransit Autos site as a whole.

**Dealer Reports-** Displays statistics for each dealer in the property's auto site. (inventory, leads, referrals etc.).

**Sitewide Reports-** These reports return statistics on sitewide search results.

## Report Explanations

Below are explanations of each category of data that is returned by the reporting system.

## Site Reports

Report	Data Returned
Site Traffic Summary	Displays the total number of page hits to the Autos site, the total number of dealer searches.
Site Traffic Details	The name of each page on the Autos site that has been viewed and the number of times it was viewed. Pages that have not been viewed are not listed.
Referring Sites	Displays a list of each domain name/IP address that refers visitors to your autos site, and the total number of hits from each. Also displays the total number of referring sites, and the total number of hits from all referring sites.
Inventory Overview	The total number of vehicles in the inventory. Includes the total inventory for each of the following: New Dealers, Used Dealers, Certified Dealers, New Liner, Used Liner and Certified Liner. You can also view the number of vehicles with photos, color, and price.
Inventory by Dealer	A list of each dealer and the number of Used, New, and Certified cars they have listed in the Autos inventory.
Monthly Dealer Analysis	Summarizes all of the monthly activity regarding dealership inventory, and includes projection inputs for a simple return on investment (ROI) calculation.

---

## Dealership Reports

Report	Data Returned
Dealer Leads	The total number of contact dealer requests made from the mdTransit site. Lists the dealer, date of the request, lead type, name and contact information.
Dealer Referrals	A list of all current dealers for your autos site, and the number of times they have been referred. Also displays the average referral per day.
Current Inventory Overview	Displays inventory summary data for the following: dealer New, dealer used, dealer certified, total ads, Number of inventory with a price, number of inventory with a color, number of inventory with photo.
Inventory Display Views	This is an Ad Display Summary for the MBU. It provides details on ad placement, views and views per day.
Inventory Comparison Pages	Displays the total number of comparisons made by visitors. Data is broken down by make and the number of times it was compared.
Inventory Detail Pages	The number of vehicle detail searches that were made by visitors for comparison with another vehicle. This is broken down by make and views.

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### Sitewide Reports

Report	Data Returned
Searches by Type	The total number of new and used vehicles in the inventory that were included in an Autos search.
Searches by Make	Total number of inventory searches broken down by the make and model of the car.
Inventory Zip code	The total number of searches for each zip code, broken down by vehicle make and model.
Searches for Dealers	Total number of dealer searches performed on the Autos site. Data is broken down by dealer make, dealer type (new, used) and dealer zip code.

### Monthly Dealer Analysis

This report is aimed specifically at dealerships. It summarizes all of the monthly activity regarding their inventory, and a report that includes projection inputs for a simple return on investment (ROI) calculation. Only Publications Administrators and Site Administrators have access to this report.

**To access the Monthly Dealer Analysis, do the following:**

From the main DriveTrain screen, click Monthly Dealer Analysis, located under Reporting->Ad Sales Tools.

Monthly Auto Online Advertising Analysis			
Prepared for:	Star Auto Mall	Month:	May-05
Salesperson	Salesperson Name Goes Here	Days Active:	31
<b>General Information</b>			
Monthly investment for the dealer			\$1,200
Average daily number of cars listed	27		
<b>Dealer Branding</b>			
Number of times "Vehicle Details" for Individual Vehicle was viewed			0
Number of times Inventory Came Up in Search			0
Number of Banner Impressions			50,000
<b>Leads - Walk-in / Internet - E-mail / Phone</b>			
Total number of "Print This Page" for Individual Vehicles			0
Total number of Dealer Logo "click-thrus" to Dealer's Website (via Dealer Logos and via Banners)			74
"New Vehicle" email contacts routed to dealership			0
"Pre-owned Vehicle" email contacts routed to dealership			0
Phone contacts routed to dealership			33
Total calls connected	42		
Average duration of call	2:31		
<b>Advertising Summary</b>			
<b>"Branding" Analysis</b> (1/3 of Monthly Investment)		<b>Overall</b>	<b>"Leads" Analysis</b> (2/3 of Monthly Investment)
Total Monthly Ad Impressions:	50,000	Monthly Cost Per Vehicle	Total Monthly Contacts: 116
CPM (Cost Per Thousand):	\$8.00		Cost Per Contact: \$6.90
Cost Per Vehicle:	\$14.81	\$44.44	Cost Per Vehicle: \$29.63
<b>Summary of Visit</b>			
Met with:		Date of Meeting: 4/10/2004	
<input type="checkbox"/> GM / Dealer Principal	<input type="checkbox"/> Internet Manager	Initials:	
Name: Jim Smith	Name: John Doe		
<b>Check List (Y/N)</b>			
<input type="checkbox"/> Go over "Monthly Advertising Analysis"	<input type="checkbox"/> What % of Dealer's inventory have photos?	30%	
<input type="checkbox"/> How is inventory merchandised?	<input type="checkbox"/> What % of Dealer's inventory have prices?	81%	
<input checked="" type="checkbox"/> Tag Line?	<input type="checkbox"/> "New" and "Pre-Owned" Inventory Online?		
<input checked="" type="checkbox"/> Special Internet offers?	New -	No	
<input checked="" type="checkbox"/> Is internet salesperson name on each vehicle?	Preowned -	Yes	
<input checked="" type="checkbox"/> Other	Certified -	No	
<b>Topics to Discuss</b>			
<input type="checkbox"/> Dealer Branding	<input type="checkbox"/> Phone Contacts	<input type="checkbox"/> Email Contacts	
<input type="checkbox"/> Updating Creative	<input type="checkbox"/> Special Dealership Upcoming Events	<input type="checkbox"/> Other	
<b>Comments</b>			
<p>This is where you make notes about your meeting...</p> <p>What did they like? What did they dislike?</p> <p>What other needs did you uncover than can help you better serve their needs with an overall advertising package of print and online?</p>			

Figure 13. Monthly Dealer Analysis

## Viewing Reports for a Different Dealer

To view reports for a different dealer, do the following:

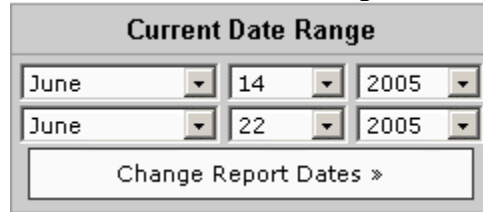
1. From any screen, locate the Current Dealership box, located in the upper right corner of the screen.
2. Select the dealer you want to view reports for. The screen will refresh and display data for the new dealer.

## Changing Report Dates

When you view a report, the dates run for the previous seven days. However, you can change the dates to anything you desire.

To change report dates:

1. From any report screen, locate the Current Date Range section as shown below.



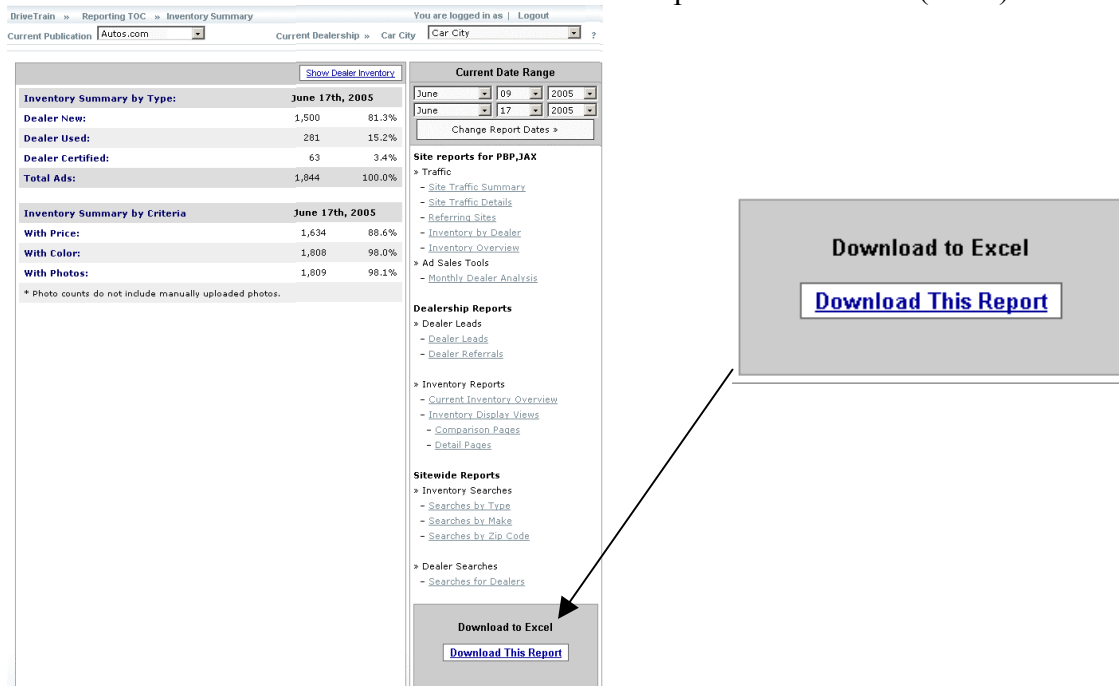
Current Date Range		
June	14	2005
June	22	2005
Change Report Dates »		

**Figure 14.** Changes the Date for the report data.

2. In the top set of date boxes, select the start date of the report (Month, Day, Year) from the drop down boxes.
3. In the bottom set of date boxes, select the end date of the report (Month, Day, Year) from the drop down boxes.
4. Click **Change Report Dates**. The report page will refresh with data from the new start and end date.

## Downloading Data

Users have the ability to download data from all reports except for the Monthly Dealer Analysis. This is useful for importing the statistical data into other forms or documents. The data is downloaded in a Microsoft Excel Comma Separated Value File (.CSV).



Inventory Summary by Type: June 17th, 2005

Dealer New:	1,500	81.3%
Dealer Used:	281	15.2%
Dealer Certified:	63	3.4%
Total Ads:	1,844	100.0%

Inventory Summary by Criteria: June 17th, 2005

With Price:	1,634	88.6%
With Color:	1,808	98.0%
With Photos:	1,809	98.1%

\* Photo counts do not include manually uploaded photos.

Current Date Range

June	09	2005
June	17	2005
Change Report Dates »		

Site reports for PBP,JAX

- Traffic
  - Site Traffic Summary
  - Site Traffic Details
  - Referring Sites
  - Inventory by Dealer
  - Inventory Overview
- Ad Sales Tools
  - Monthly Dealer Analysis
- Dealership Reports
  - Dealer Leads
    - Dealer Leads
    - Dealer Referrals
  - Inventory Reports
    - Current Inventory Overview
    - Inventory Display Views
    - Comparison Pages
    - Detail Pages
- Sitewide Reports
  - Inventory Searches
    - Searches by Type
    - Searches by Make
    - Searches by Zip Code
  - Dealer Searches
    - Searches for Dealers

Download to Excel

Download This Report

To download report data:

1. From any report page, click the **Download this Report** link at the bottom of the right menu.
2. A File Download dialog box appears to allow you to open or save the file.

- 
3. Select the location to save the file to, and click **Save**.

**Tip:** Be sure to note the file name of the downloaded file.

4. Browse to the location of the saved file and open it.

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