Client	Dealerup, is an innovative auto dealership Internet marketing solution provider. Dealerup serves dealerships of all sizes across the Great Plains and Midwest.
Business Challenge /Requirement	Create a digital dashboard on an efficient platform to provide a set of business and data services replacing third party tools retailed by Dealerup.NET. The new solution provides an infrastructure for stream-lining the present process resulting in users pertaining to appropriate groups will be able to easily submit, review, and update the relevant information. The purpose of the design was to improve the overall performance, scalability and ease of maintenance of the system.

Solution /Scope of Work	1. Website design
	   a. Templates
	   b. Logo development
	
	2. Some interactive features include:
	• Data Migration, transformation from XML & .CSV to SQL Server
	• Integration with Reynolds Inc & ADP Chrome
	• Expose inventory content in one uniformed methodology via fillers to external vendors that includes cars.com, autodirect.com and etc
	• Inventory Management System, a system through which a designated user after successful authentication can add/modify inventory
	• CRM Solution in a nutshell to maintain customer information which helps Dealerup sales and marketing teams
	• System should be able to generate Ad-hoc Reports as required

Measurable Benefits	• Privacy with sensitive information • Purchase power with all control • Returns on usage • Offered deals • Advertisement revenue
Technology	1.) ASP.NET 3.0 2.) SQL Server 2008 3.) IIS 7.0 4.) Visual Studio 2010 5.) Dreamweaver 6.) Adobe Photoshop 7.) CSS 3.0 8.) HTML 4.0 9.) Paypal integration with Payment Pro and mass payments
Client Comments	*"Great work, will hire you guys again in a heartbeat"* - Joe Allen, Director Information Services, Dealerup, Fargo, ND