GEM-SUITE®

Unified Dealership Management Platform

The all-in-one management platform built for motorcycle dealerships.



Ready for today.
Built for what's next.



Your Dealership.
One platform.

Everything connected. Finally.

GEM-SUITE brings your entire dealership together in one powerful platform, connecting your teams and streamlining every part of your operation — sales, service, inventory, finance, and more.

Everything works together in real time, giving your team faster access to information, better visibility, and a smoother customer experience.

One single source of information, at the right time, with the right tools.
One reliable source of information.
The right data, at the right time, in the right hands.

> Success does not come from what you do occasionally, but from what you do consistently, every day.“
>
> **- John C. Maxwell**

SALES | SERVICE | INVENTORY | FINANCE | TEAMS | CONNECTED

GEM-SUITE. The power of one integrated platform.
Ready for today. Built for what’s next.



The GEM-SUITE Ecosystem

Six core areas. One source of truth.

Every department works from the same real-time information through one centralized database.



One database. Reliable information.
Faster decisions. Stronger performance.



Today's Dealership Challenges

Working harder without seeing better results?

Every day brings new demands: responding to customers, managing sales, following up on financing, coordinating deliveries, scheduling service, and keeping information current.
Too often, these tasks are spread across disconnected software, spreadsheets, and stand-alone tools. Information gets fragmented, and employees spend valuable time searching for answers instead of serving customers.
The real problem is not a lack of technology.
It's a lack of integration.

Leading dealerships are no longer looking for more software.
They're looking for one platform that connects the entire operation.

GEM-SUITE. The power of one integrated platform.

What Holds Dealerships Back

COMMON CHALLENGES

- Too many disconnected systems
- Duplicate data entry
- Scattered information
- Difficult customer follow-up
- Manual processes
- Limited visibility
- Low automation
- Decisions based on incomplete data

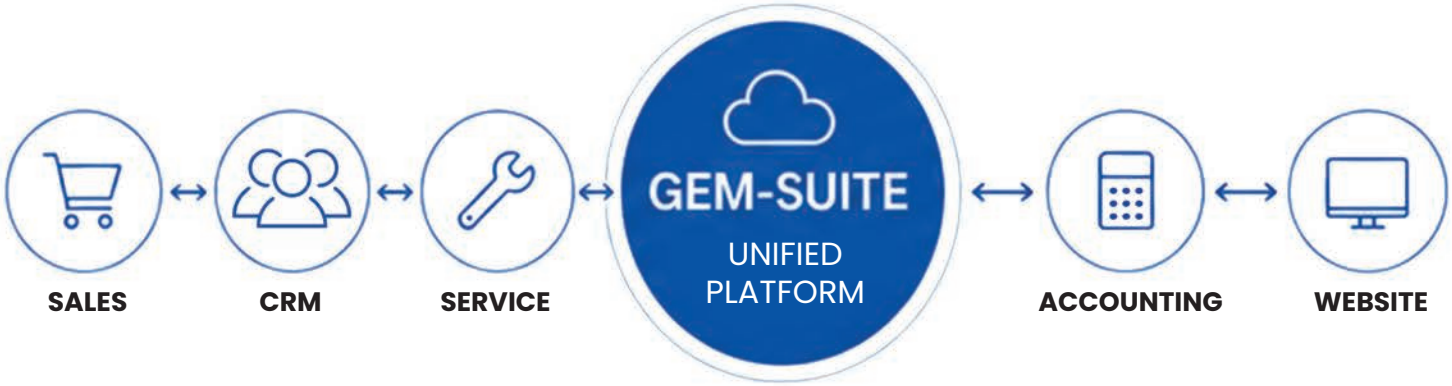
BEFORE

Sales, CRM, Service, Accounting and Website all operating separately.

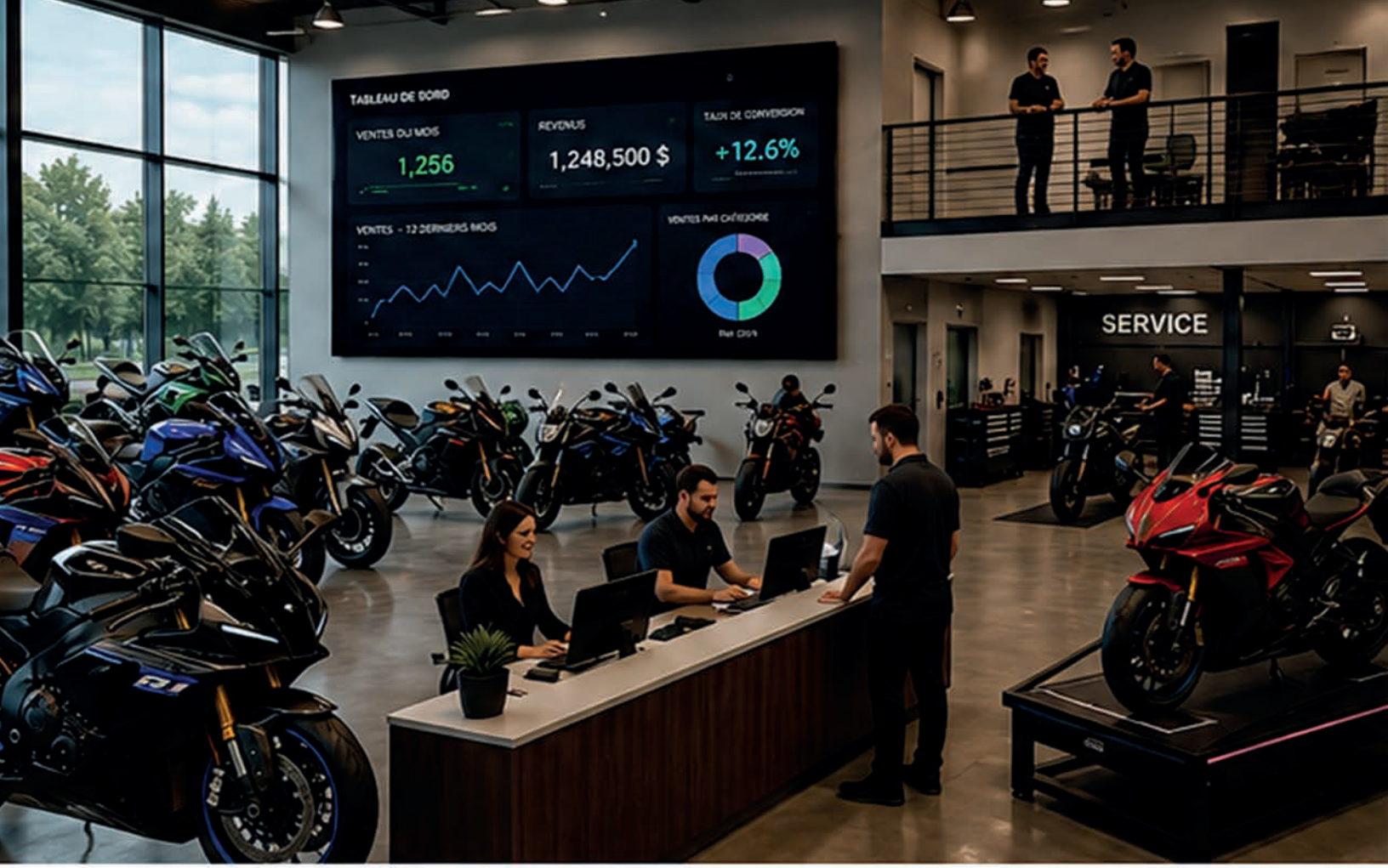


AFTER / GEM-SUITE

One platform. One database. Every department connected.



- Time and efficiency gains
- Better visibility and control
- Better customer service
- Improved results



One Integrated Dealership Platform

What if your entire dealership worked as one connected business?

Imagine every department working from the same real-time information.
A website inquiry instantly becomes a lead in your CRM.

A completed sale automatically updates inventory, prepares delivery documents, alerts the finance department, and triggers the next steps.

Management sees performance through real-time dashboards.

Service has access to the full vehicle history. Parts can see exactly what the shop needs. Accounting receives the transaction information it needs without re-entering data.

No duplicate data entry. No lost information.
No gaps between departments.

One Platform That Connects It All

One system. Every dealership function.



Why a Unified Platform?

- One login
- One database
- One consistent user experience
- Better collaboration
- Real-time information
- Better customer experiences
- Faster business decisions

One platform. One database. One source of truth.



Marketing & CRM

Every relationship begins with a first impression.

The buying journey begins long before customers walk into your dealership. They compare models, read reviews, browse your online inventory, and evaluate how quickly your team responds.

Today, the first impression happens online.

With GEM-SUITE, your website, CRM, marketing campaigns, and communications work together.

Every inquiry flows directly into your CRM — automatically.

The Lead Journey

From the first click to a long-term customer relationship

Transactional Website

Real-time inventory, information requests, financing requests, appointments, and online transactions.

Smart CRM

Centralizes every lead and keeps follow-ups organized.

Digital Marketing

Promotes your inventory and manages campaigns from one connected ecosystem.

Integrated Communications

Email, SMS, reminders, and automated follow-ups.

AI in Action

AI helps analyze incoming inquiries, prioritize follow-ups, and identify your most promising opportunities.

Lead Journey



Advertising / Social Media → **Transactional Website** → **GEM-SUITE CRM** → **Sales Advisor** → **Financing Request** → **Vehicle Sale** → **Customer Loyalty**

Benefits

- **Synchronized inventory**
- **Centralized leads**
- **Scheduled follow-ups with nothing forgotten**
- **Personalized communications**
- **Marketing connected to CRM**
- **Complete customer view**

Every interaction matters.
Every lead deserves the right follow-up.



Sales

Every great sale starts with trust.

When customers walk into your dealership, they are looking for more than a motorcycle.

They want advice, answers, and confidence that they are making the right decision.

With GEM-SUITE, your sales team has a complete view of each customer from the very first interaction — including history, online inquiries, preferences, and buying intentions.
Meanwhile, GEM-SUITE takes care of the administrative work behind the scenes.

The Sales Journey

Everything you need to turn an opportunity into a relationship

Complete Opportunity Management

Track every lead and schedule follow-ups.

Smart Inventory

Find units based on customer needs: category, price, and equipment.

Professional Quotes

Clear, personalized offers.

Electronic Documents

Documents, signatures, and communications stored directly in the customer file.

AI-Powered Sales Assistance

Suggest comparable models
Recommend complementary accessories
Remind teams about follow-ups
Recommend financial products
Identify the best options

Sales Journey



Benefits



The best sales start with a better understanding of the customer.



Delivery

La livraison n’est pas la fin de la vente. C’est le premier jour d’une relation.

Delivery is much more than simply handing over the keys. It is the moment when your customer officially becomes the owner of their vehicle.

A well-organized delivery builds confidence, reduces service returns, and turns a satisfied customer into an ambassador for your dealership.

With GEM-SUITE, every step is planned and tracked through one unified process: sales, finance and insurance, service, and vehicle preparation all work from the same digital file.

The Delivery Journey

Every detail. Planned and validated.

Unit Preparation

Cleaning, inspection, accessory installation, quality control.

Digital Inspection (PDI)

Checklists, photos, validation.

Centralized Documents

Contracts, warranties, signatures, and delivery documents.

Customer Orientation

Documented explanations about the vehicle.

AI in Action

- Detect forgotten tasks
  Flag missing documents
  Confirm installed accessories
  Suggest points to explain to the customer
  Recommend follow-ups

Delivery Journey



Sale Completed → **Unit Preparation** → **PDI Inspection** → **Document Validation** → **Electronic Signature** → **Customer Delivery** → **Post-Delivery Follow-Up**

Benefits



Standardized process | **Electronic signatures** | **Digital inspections** | **Team coordination** | **Centralized file** | **AI assistance before delivery**

Every delivery is a promise.
Make it an unforgettable experience.



After-Sales Service

Where customer loyalty is built.

Selling a vehicle is only the beginning of the relationship.
Maintenance, repairs, inspections, warranties, and accessories are all opportunities to strengthen that relationship.

A high-performing service department inspires confidence, communicates effectively, and keeps its commitments.

With GEM-SUITE, every service operation is scheduled, tracked, and documented within one platform.

Parce qu'un excellent service après-vente est souvent la meilleure stratégie de fidélisation.

The Service Journey

From appointment scheduling to customer satisfaction follow-up

Smart Scheduling

Assign the right work to the right technicians.

Digital Work Orders

History, photos, warranties, time, and parts.

Proactive Communication

Progress updates by email or SMS.

Complete History

Every service operation is recorded.

AI-Powered Shop Assistance

- Suggest procedures
  Identify preventive maintenance
  Detect manufacturer recalls
  Estimate required time
  Recommend future services

Service Journey



Appointment → Work Order → Digital Inspection → Diagnosis → Parts Order → Repair → Quality Control → Invoicing → Satisfaction Follow-Up

Benefits

- **Optimized scheduling**
- **Warranty management**
- **Digital work orders**
- **Coordination with parts**
- **Automated communication**
- **AI assistance for technicians**

A great service department does more than repair vehicles.
It maintains customer trust.



Parts & Accessories

Every opportunity increases satisfaction and profitability.

The parts department supports the service shop, meets customer needs, and generates additional revenue throughout the vehicle ownership lifecycle.

With GEM-SUITE, every part, accessory, and order is tracked within a fully integrated environment.

Sales, service, retail, and purchasing all share the same data.
Smart parts management directly contributes to customer satisfaction and profitability.

Inventory Management Cycle

From supplier to replenishment

Real-Time Inventory

Quantities, locations, reservations, and movements.

Simplified Purchasing

Orders, receiving, returns, and transfers.

Counter Sales

Fast search and suggestions.

Complete Integration

Parts connected to the customer file, inventory, and accounting.

AI-Powered Parts Management

- Recommend compatible accessories
Anticipate stock shortages
Suggest replenishment
Identify profitable items
Analyze seasonal trends

Management Cycle



Supplier Order → Receiving → Inventory → Counter Sale → Work Order → Vehicle Repair → Automated Orders

Benefits

- Synchronized inventory
- Accessory management
- Purchasing and suppliers
- Performance analysis
- Fast counter sales
- AI-assisted automated ordering

The right product. At the right time. For the right customer.



The Store

A store that extends the customer experience.

Customers are also looking for equipment, accessories, and products that will make their experience more enjoyable and safer.

With GEM-SUITE, the store becomes a natural extension of your dealership: counter sales, online store, service, and sales advisors all share the same inventory.

Promotions are centralized, orders are synchronized in real time, and every purchase is associated with the customer file.

A high-performing store enriches the customer experience and contributes to long-term profitability.

The Purchase Journey

From the showroom to the online store

In-Store Sales

Instant search, real-time availability, personalized advice.

Online Store

24/7 ordering, synchronized inventory, secure payments, delivery or pickup

Smart Promotions

Targeted promotions, bundles, and seasonal campaigns.

Customer Loyalty

Complete purchase history and rewards programs.

AI-Powered Retail

- Recommend compatible accessories
  Suggest product bundles
  Offer personalized promotions
  Identify high-margin products
  Optimize inventory

Purchase Journey



Customer → Online or In-Store Search → Personalized Suggestions → Add to Cart → Secure Payment → Delivery or Pickup → Customer History Updated

Benefits



Online and in-store synchronization | Complete purchase history | Shared inventory | Smart cross-selling | Secure payments | AI-powered recommendations



Every accessory sold enhances the customer experience and the value of every relationship.



Short-Term Rentals

Increase your revenue, even without selling a vehicle.

Rental services provide a recurring revenue stream that strengthens profitability, builds customer loyalty, and maximizes the use of your facilities throughout the year.

With GEM-SUITE, rental activities are fully integrated: real-time availability, reservations, contracts, inspections, payments, and centralized invoicing.

Every customer benefits from a simple, professional, and perfectly organized experience.

Connected Rentals

Every vehicle becomes an opportunity.

Smart Rentals

- Simplified reservations
  Digital contracts
  Automated invoicing

Recurring Contracts

- Automatic renewals
  Reminders and alerts
  Return management

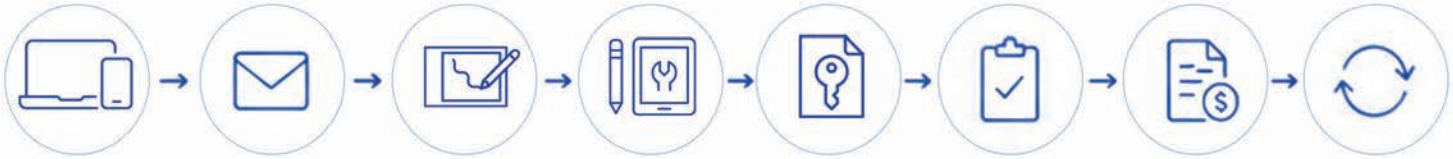
Business Opportunities

- Maintenance and inspections
  Accessories and equipment
  Preparation and cleaning

Real-Time Performance

- Occupancy rate
  Revenue per vehicle
  Profitability
  Interactive dashboards

Rental Cycle



Online Reservation → Confirmation → Electronic Contract → Departure Inspection → Rental → Return Inspection → Invoicing → Renewal or New Reservation

Benefits



Simplified reservations | Digital contracts | Secure payments | Recurring revenue | Optimal utilization | Professional customer experience | AI assistance and recommendations

Turn your facilities into recurring revenue generators, twelve months a year.



Every Department Performing at Its Best

A high-performing dealership relies on teams that work together, share the same information, and pursue the same goals.

With GEM-SUITE, every department contributes to a seamless customer experience, improved profitability, and more efficient management.

All operations are connected within one platform, eliminating information silos and encouraging collaboration.

Sales
The engine of growth.

F&I
The value creator.

Service
The engine of customer loyalty.

Parts & Accessories
The continuity of the customer experience.

Store
A source of additional revenue.

Rental
An accelerator for new customer acquisition.

Financing & Partnerships
Solutions that make every purchase easier.

Accounting
The financial control center

Artificial Intelligence
The assistant for every employee.

The Impact of a Unified Platform

Tangible results at every level.

Integrating all operations into one platform helps reduce administrative tasks, improve collaboration between teams, and provide a more consistent customer experience.

Although results vary depending on the size and processes of each dealership, organizations that modernize their operations generally experience significant gains in efficiency, profitability, and customer satisfaction.



+15 à 30 %

May help increase total recurring revenue through better coordination of sales, service, accessories, rentals, and complementary activities.



-25 à 35 %

May reduce administrative time related to reservations, contracts, follow-ups, and information sharing between departments.



+25 à 40 %

May improve customer retention by providing personalized service, better follow-up, and consistent communications throughout the vehicle ownership lifecycle.

Additional Benefits

- Increased collaboration between departments
- Real-time access to information
- Reduced duplicate data entry
- Better visibility into performance
- Faster decisions through dashboards
- Consistent customer experience from first contact through after-sales service
- Automation of many repetitive processes
- Artificial intelligence support for employees in their daily tasks

Note: The percentages shown represent estimates of potential impact observed in digital transformation projects. Results may vary depending on processes, company size, and level of platform usage.

One platform. One database. One vision.
Results that benefit your entire dealership.

GEM-SUITE®

One platform, one database, and one single source of truth for your entire dealership.

Ready for today. Built for tomorrow.

INTEGRATED | CONNECTED | INTELLIGENT | HIGH-PERFORMING

Software for motorcycle dealerships.

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