

Home > New Products and Services > Software & Systems > Hänel Offers Significant Upgrade for Automotive DMS Software

SOFTWARE & SYSTEMS November 14, 2017

Hänel Offers Significant Upgrade for Automotive DMS Software

Hänel Storage Systems, a leader in the manufacture and integration of automated vertical storage units, is proud to announce MP-Link 2.0, a significantly upgraded automotive inventory software application that allows car, truck and motorcycle dealerships to improve the productivity and accuracy of their parts departments.



MP-Link 2.0 works in conjunction with a dealership's existing Dealer Management System (DMS) and Hänel's vertical storage units. It provides a single web interface for all inventory reporting and dashboard activity, including on-hand inventory searches, transactions and pick ticket status. MP-Link 2.0 also provides the total value of stored inventory and can easily export any information to PDF or Excel. Most notably, it incorporates the latest data exchange guidelines.

DMS integrates the various functions of an automotive dealership, such as sales, service, leasing and parts, and streamlines processes and information across the entire organization. The software measures, reports and controls quantifiable, real-time information shared by multiple departments within the dealership, and allows it to flow from one department to another for the purposes of consolidating effort, eliminating duplication and reducing the opportunity for human error. Dealerships can track orders from the parts department to sales to accounting and back, without duplicate entries. MP-Link 2.0 integrates seamlessly with DMS vendors CDK Global, Reynolds & Reynolds and Dealertrack Technologies.

Hänel also offers a direct interface with other DMS vendors such as Procede, Auto/Mate and DSI through its standard software.

The original version of MP-Link was coded in 2007, with the initial goal of integrating with ADP and Reynolds & Reynolds DMS software. There have been many improvements in web browser technology over the past ten years, including more streamlined application programming interfaces (API) to communicate with higher-level DMS software. Also, data can be much more easily exported using tool sets.

Hänel vertical storage units, such as the Rotomat® vertical carousel, can be utilized by dealerships to drastically reduce the amount of floor space needed for storage. This space management enables a dealership to reclaim up to 80 percent of their available floor space, without the costs associated with new construction. Dealerships can then re-purpose the areas formerly dedicated to storage in a revenue-generating capacity, such as adding more service bays.

When coupled with Hänel vertical storage units, MP-Link 2.0 gives DMS software visibility over all inventory stocked at a dealership. This integration takes the existing capabilities of the DMS to the next level.

About Hänel Storage Systems

Founded in Germany in 1953, Hänel's North American headquarters has been located in Pittsburgh, PA since it was established in 1984. Hänel Storage Systems specializes in the design and engineering of Rotomat® vertical storage carousels and Lean-Lift® Vertical Lift Modules for a wide range of industries and applications. Hänel provides sales, service and technical support to North and South America through a network of factory-trained channel partners and service providers.

Introduced in 1957, the Rotomat® Vertical Carousel is based on the Ferris Wheel principal. Inventory is stored in a series of carriers that rotate within an enclosed unit and are accessed at a single opening. This vertical "goods to the user" concept improves productivity, lowers costs, increases security and saves valuable floor space.

Introduced in 1994, the Lean-Lift® Vertical Lift Module stores inventory on trays that are automatically measured for height each time they enter the unit. A vertical extractor places each tray within the unit in a location that maximizes available storage space. Trays can be equipped with dividers, totes, bins and specialized holders to store any type of inventory.

For more information about Hänel products, visit www.hanel.us.