





**“With ShopKey
Shop Management,
I have my finger on the pulse of
the 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. That’s why we designed ShopKey® Shop Management 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. Shop Management 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 Shop Management 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. Shop Management will also remind you of any additional service opportunities that may have been recorded on previous service visits.

Put ShopKey’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 ShopKey?

ShopKey sets the standard for shop management solutions, providing a comprehensive suite of productivity tools to help you operate your professional automotive 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** gives you flexibility to search for vehicles and customers, verify payments, check gross margins, review vehicle history and understand what is happening in the bay right now.
- ▶ **Over 180 Integrated Reports** give you full visibility into all facets of your business, so you can identify profit centers and 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.
- ▶ **Electronic Parts Catalogs** speed up your parts sourcing and ordering process. ShopKey leads the industry with an ever-growing collection of leading aftermarket parts vendors, including specialty parts and tires. Tire cataloging includes its own pricing matrix and automatic application of tire disposal fees.
- ▶ **Plate-to-VIN** automatically decodes the VIN from the license plate number and quickly delivers vital vehicle information such as year, make, model and engine type.
- ▶ **Shop Management Forum** gives you access to thousands of shops like yours in an interactive community where you can ask questions, get answers and share ideas with your peers.
- ▶ **Integration with ShopKey® Pro** 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.
- ▶ **Data Security** features are built-in, and your data is backed up daily. So you have peace of mind knowing that your database is protected in case of data corruption, viruses, system failure, computer theft, etc.

	Parts	Labor	Tire Fee	Discount	Sub Total	Haz Mat.
Invoice	1527.91	784.73	8.00	3.00	2317.64	3.87
Estimate						

Buttons: Convert to Order, Parts Ordering, ProPack

Estimates

Customer	Color	Year/Make/Model	Service Date	Technician
M68MJH	Brown	2001 Ford Mustang	8/21/2014 1:13:02 PM	
AE278853	Red	2010 Ford Pickup F150	8/21/2014 11:03:46 AM	
LCH313	Silver	2001 Kia Sportage	8/21/2014 9:21:03 AM	

Work in Progress Detail for Invoice 134471:

Name: Reed, Ken
License: AE278853 (CA)
Year/make/Model: 2010 Ford Pickup F150
Service Writer: Dwulet, John

Update Fields: Status (Repairs in Progress), Location, Bay #, Hat # (243), Referen (IP-13447)

Work in Progress

Search For: Tires Size: Width: 195 Aspect Ratio: 65 Diameter:

Search Criteria: Tires - 195/65/15 - All

Qty	Number	Brand - Description	Size	Cost	Ret
0	181000143	Nayan N5000	P195/65R15	\$5.72	\$64.00

Electronic Parts Catalogs

Scheduling Appointment Shop Events

Calendar: January 2017

Appointment: Tuesday, January 17

- 8:00 Aaron's Long Haul (2.00 Sched Hrs) Inspector: LOE, S. filters Hackenb...
- 9:00 Aaron's Long Haul: 8:00 AM - 10:00 Customer: Paul, Aaron

Scheduler

SHOP MANAGEMENT / REPAIR INFORMATION / RELATED PRODUCTS

- 2. > MANAGER SE - RESOURCES
Tools to Unlock More SE Potential
Subforums: SE News, SE Product Help, m1files.com, Knowledgebase, Catalog Installs, M1 SE Videos+Quizzes, SK SE Videos+Quizzes, Reports Pack, Workshops, Polls
- 3. > MANAGER SE - BY PROGRAM AREA
Manager SE / ShopKey SE Shop Management Software by topics
Subforums: Scheduler, Database + Settings, Payments + Credits, Reports + Printing, Catalogs + P.O.s + Inventory, Technical Issues, Tips + Ideas, VIN Decode
- 4. > MANAGER SE - OPTIONS
Credit Card Processing, Manager Enterprise

Shop Management Forum

Search: 1Search

Index Descriptions Locations Procedures Diagrams Specs Add'l Articles SureTrack

Common Replaced Parts - Based on 125 Repairs

Real Fixes
Tips
Component Tests

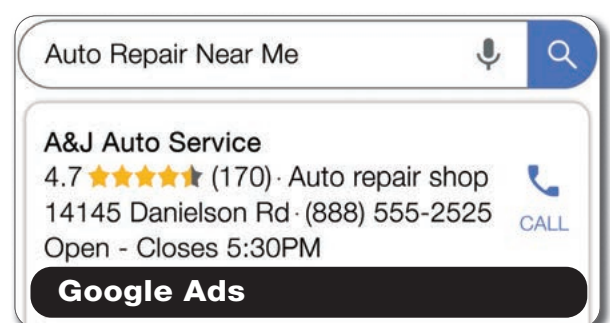
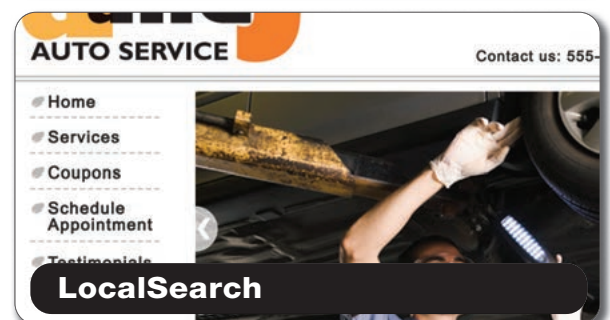
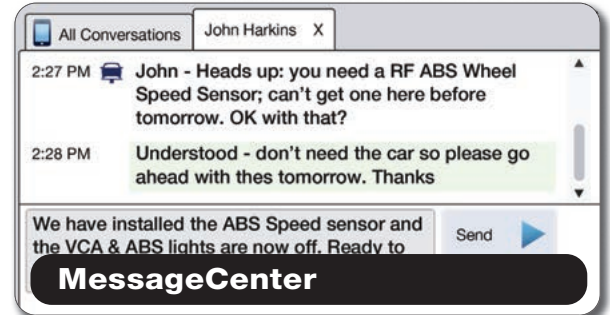
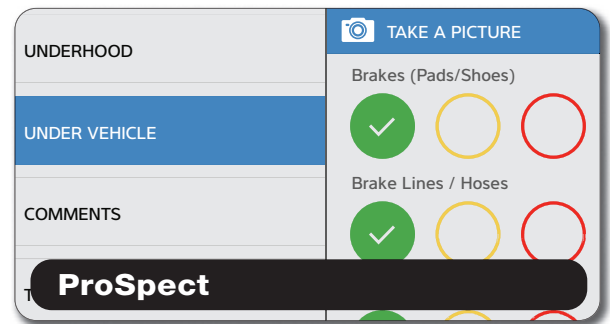
Line graph showing frequency of replaced parts over 200k repairs.

Integration with ShopKey Pro

Optional Features & Services

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

- ▶ **ProSpect™** — Greet customers with a convenient portable vehicle check-in and inspection solution, integrated with Shop Management. Using your own Apple or Android tablet/phone, scan a VIN or license plate and ProSpect searches for a matching vehicle. Once found, start an estimate and launch a customized multi-point inspection. Document findings with photos and notes.
- ▶ **MessageCenter** — Getting customer approvals for additional repairs quickly has long been a challenge. MessageCenter adds seamlessly integrated, two-way texting inside Shop Management, so you never have to leave Shop Management screens. Send a quick “on-the-fly” text message or a personalized template message including shop, customer and vehicle details.
- ▶ **Truck Edition** — Upgrades Shop Management to add Class 4-8 truck models selection for medium and heavy duty vehicles. Users gain all of the same efficiencies of VIN Decode and Plate-to-VIN features as they do with light duty vehicles (under 1 ton).
- ▶ **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.
- ▶ **LocalSearch** — Complements the SocialCRM shop marketing services to make your business more visible online, so you can expand selling and marketing opportunities and increase the bottom line. Features include a professional business website, automated blog content, website tracking and reporting, and more.
- ▶ **LocalSearch + Google Ads** — Power up your marketing with paid search ads, an excellent way to broaden your online presence and grow your business. The Google Ads service from SocialCRM handles all the details of your campaigns to help ensure your shop gets the best possible visibility when potential customers search the internet for auto repair or maintenance service in your local area.



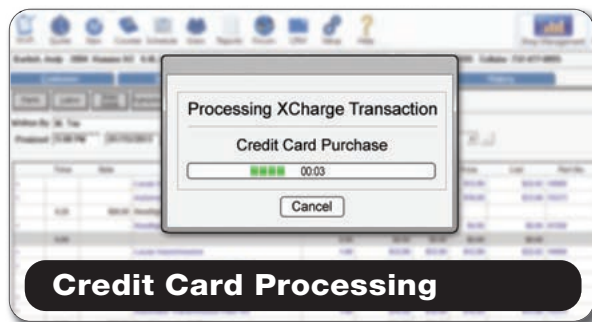
▶ **XCharge /1stMILE** — Secure electronic payment processing made easy to help you save time and increase accuracy. Two great options to process credit and debit card payments directly from Shop Management.

▶ **ProPack** — Enhance your daily workflow with powerful communication and reporting tools. The integrated tool box allows you to text customers from the system, print oil change stickers, set appointments, customize invoices with social media icons, QR codes and your affiliations.

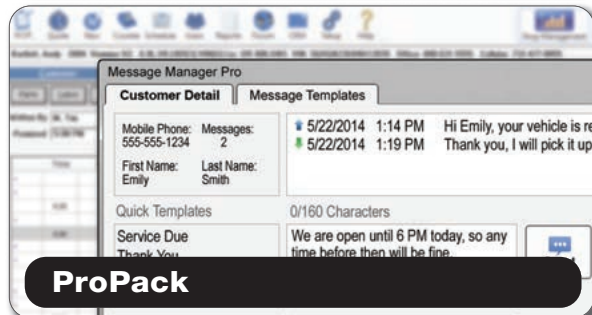
▶ **Mobile ManagerPro** — Unleash the power of your shop management system with fully-wireless functionality that lets you start multi-point inspections, estimates and repair orders on a tablet, right at the vehicle. You'll have access to all the features of Shop Management, along with vehicle photos, team chat, customizable canned inspection checklists, and more.

▶ **Accounting Link** — Save time and ensure accuracy by automatically transferring your shop's accounting and customer information from your management system directly to the most popular accounting packages including QuickBooks Online. Transmit important shop information with a single click, including: posted invoices, balances, deposits, payments and closed purchase orders.

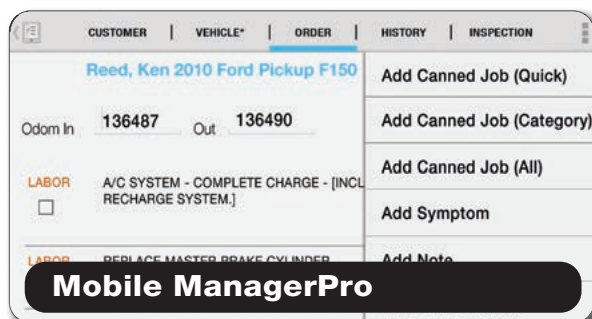
▶ **ManagerEnterprise Pro** — As your service business grows, you need tools that help you effectively manage your multiple locations and maximize profits. Whether you own two shops or 100, ManagerEnterprise Pro gives you central control of accounting, marketing, sales, operations and much more.



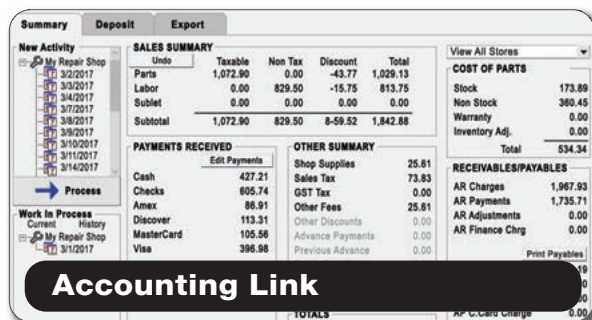
Credit Card Processing



ProPack



Mobile ManagerPro



Accounting Link

Shop Management Workshop

Our optional training workshops help turn our shop management system customers into power users who get the most out of their Shop Management software. The popular two-day session covers basic to advanced capabilities, best practices, shortcuts and also highlights the newest features. Topics include:

- ▶ Program setup values
- ▶ Inventory
- ▶ Reporting
- ▶ Aftermarket cataloging — and much more!

Attendees have a chance to practice the skills they are learning in a hands-on computer lab.

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

Matt's Automotive Service Center, LLC



CUSTOMER CARE

Top-notch support is always at your fingertips to ensure you get the most out of ShopKey Shop Management. E-mail shopkeysupport@snapon.com or call 800-944-3877 for access to our technical experts.

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