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Autosoft Dealer Management System Signs Agreement with SimplyCast

Partners With Autosoft FLEX Connect Open Integration Program

WEST MIDDLESEX, PA, January 15, 2014 – Autosoft, Inc., a leading national dealer solutions provider, announced today that it has signed an agreement with SimplyCast.com to offer an innovative marketing and communications solution for Autosoft customers.

SimplyCast.com, a global leader in multi-channel marketing Platform-as-a-Service solutions, joined Autosoft as a partner for the newly launched Autosoft FLEX Connect Data Services program. Autosoft FLEX Connect facilitates secure, open access integration for dealerships offering the flexibility to choose solution providers that best suit their business needs. The agreement outlines the collaboration between the two organizations to co-market the SimplyCast 360 Automation Manager digital marketing platform to Autosoft customers. The solution will provide communication tools to dealers that enable them to reach out to current customers, potential customers, and online leads through their preferred mode of communication.

“Partnering with SimplyCast is a positive move for our automotive dealership customers,” said Mark Hellbusch, Autosoft Executive Vice President and Chief Technology Officer. “Dealers depend on our solution to run their operations, and the SimplyCast solution complements that by making it easier and more efficient for dealers to contact their customers.”

SimplyCast 360 is an automation marketing and communication solution that allows automotive dealers to engage with their customers through SMS, email, fax, survey, events, signup forms, Twitter, Facebook, and autoresponder through a single marketing and communication solution.

“SimplyCast 360 is an invaluable tool for the automotive industry and we look forward to working with Autosoft on this important integration endeavor,” said Saeed El-Darahali, President and CEO of SimplyCast. “The benefit to Autosoft customers is that in just a few minutes, dealers can reach every customer or a targeted group of customers with a special promotion, a recall notice, appointment reminders, automotive updates and more.”

In addition to the complete dealer management system provided by Autosoft, SimplyCast 360 helps automotive dealerships reduce no-shows with appointment reminders, provide targeted messages for each customer based on their preferences, and offer service reminders and exclusive promotions based on vehicle type and purchase date.



For more information about Autosoft FLEX Connect, call (800) 473-4630 or email marketing@autosoft-asi.com.

About Autosoft, Inc.

Autosoft, Inc. is a market leading dealer management systems provider for automotive dealers. Celebrating more than twenty-five years in the industry, Autosoft has a customer base of 30,000 plus users in more than 2,000 dealerships in the U.S. and Canada. Autosoft is committed to delivering industry leading customer service and support that result in higher efficiency and profitability for dealerships. Visit our web site at www.autosoft-asi.com.

About SimplyCast

SimplyCast.com is a leading provider of interactive marketing software and services for organizations worldwide. The SimplyCast 360 multi-channel marketing platform has an easy to use drag-and-drop interface and includes email, SMS, voice, fax, survey, event, form builder, contact management, Twitter, Facebook, autoresponder, web tracking, landing page and blacklist monitor services. SimplyCast's solution is used by thousands of customers in over 175 countries, including many of the most recognized brand names around the globe in retail, non-profit and hospitality industries. For more information, go to www.simplycast.com.

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