www.graycelltech.com

EZdealerFinance-Online Quoting Portal

Background

EZdealerFinance is a US based company that provides financing services to customers and provides business to the Lenders & Dealers. The financers, called Lenders and Dealers register their Automobiles with them and provide financing services. The Basic requirement was to create an online Quoting engine to allow Lenders and Dealers across the region or even outside to register and fulfil their business needs. The company provides dealership with lending solutions for the customers' needs with a credit score from prime to subprime, from new to pre-owned vehicle, from financing to leasing.

Solution

Based on the prior experience, the GCT team delivers a successful portal to the organization. The team has built a very sophisticated quote engine based on the business needs. The quotation module uses a virtual calculation to generate the cumulative quotes based on the search parameters.

The portal includes three user perspective as:

1. Dealer's
   - Paid Registration for Register their vehicle
   - Add/update quotes
   - Track reports
   - View past vehicle history

2. Lender's
   - Add Financial details
   - Add Interest Details
   - Track and Exports reports

3. Admin's
   - Manage User
   - Manage Pricing
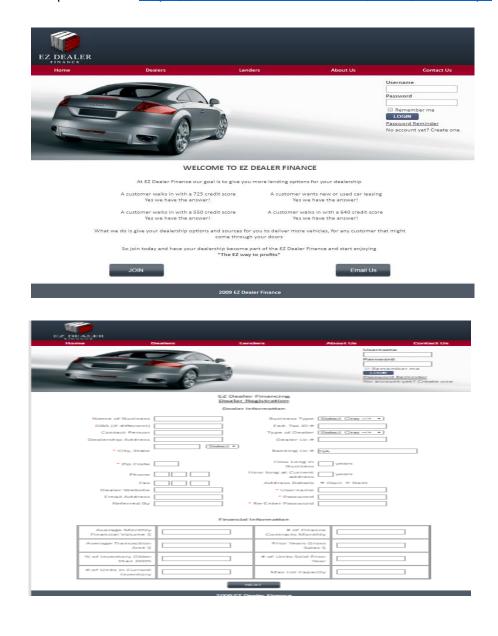   - Add/update Discount
   - Track / Export reports

The Online Quote Builder is intuitive based on the calculation ratios provided by the client. The Quotes generated are based on search parameters and vary based on the product. A Payment gateway is integrated in order to get online payments.

On the **technical front**, the web solution utilizes C#/.NET/.NET Framework 4.0/Microsoft SQL Server 2008/ASP.NET with HTML5 and JQuery the Responsive web designed portal is developed in ASP.NET 4.8, C#, MVC, JQuery, JavaScript with Microsoft SQL Server 2008 for database.

The Solution can be experienced at: https://www.ezdealerfinance.com/Home/home.aspx

<u>Results</u>

1. The company experienced revenue increase and improved profitability as a direct result of our technical solution.

2. The portal helps the company to manage the quotes and contracts online. The company is now recognized globally and more customers from outside New Jersey have become part of the organization