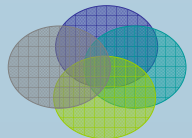
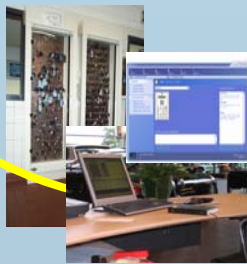
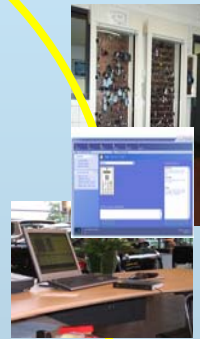
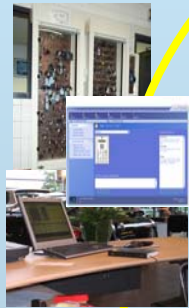
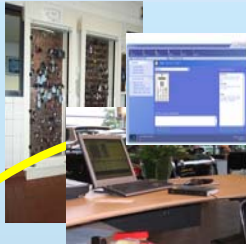




# The eTag Key Management Solution

## How it Works

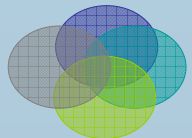




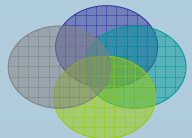
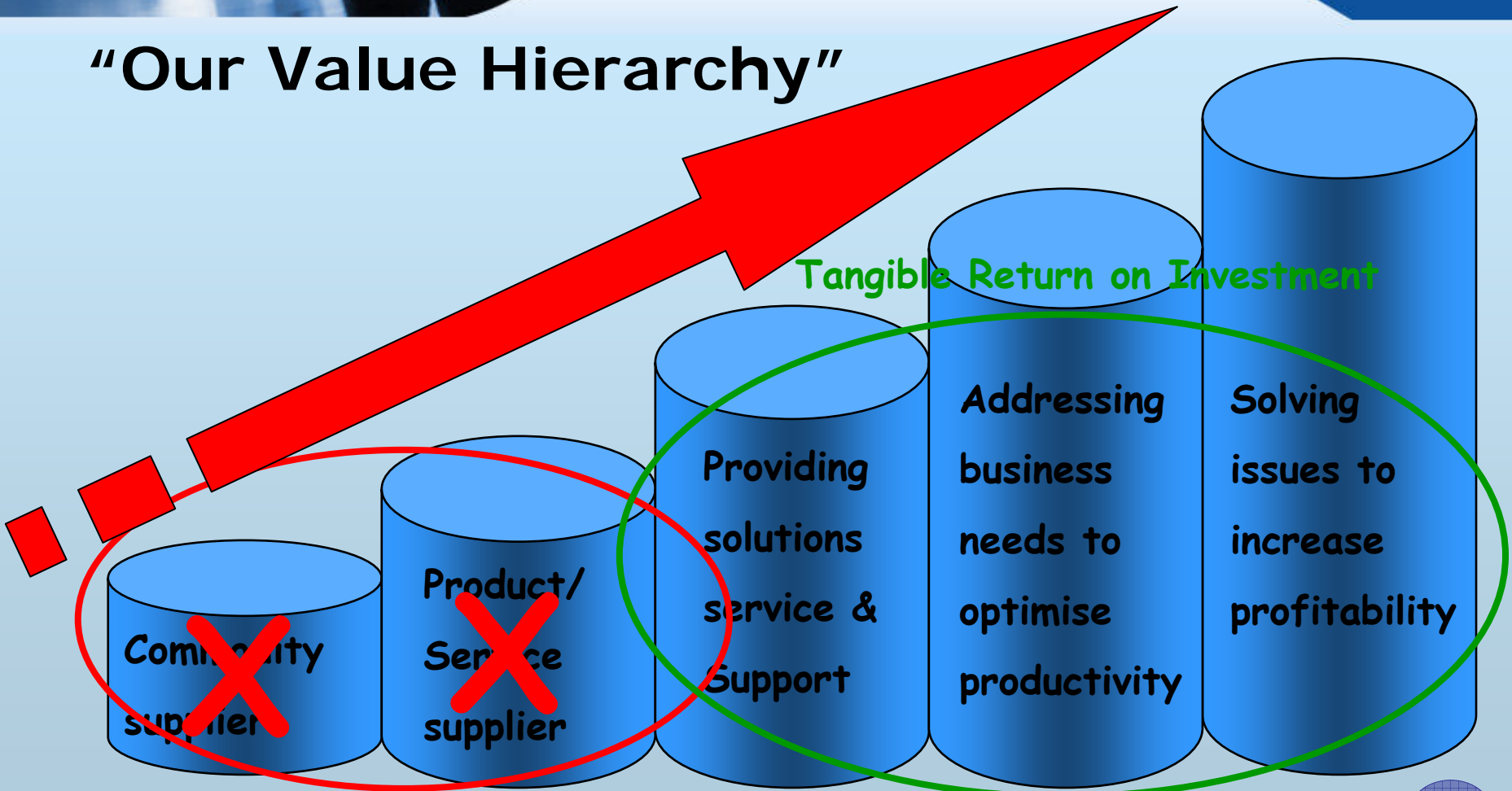
eTag Key management Solution was developed in 2001, specifically to plug a 'gap' in the automotive market

Our focus is on the provision of best-in-class Key Management in the automotive market.

Customers include Mercedes-Benz Retail, Porsche GB, BMW GB, Sytner Group, Lancaster Group.



# "Our Value Hierarchy"

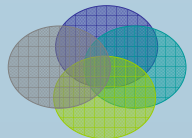


## How it Works



The hardware is the “tool” to monitor and audit key movements.

The software is the “key” to helping you run your business more efficiently and profitably



# Key Management Solution - Suppliers

## S-Series

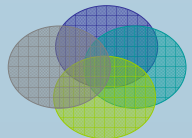


## L-Series



The Key Cabinets are manufactured and supplied by **traka** and come in two sizes.

**traka** are based in the UK and have been manufacturing Key Cabinets for over 10 years. We focus exclusively on the Automotive market, providing our software integrated with **traka** key cabinet hardware to deliver dealers a bespoke automotive solution relevant to their needs and requirements.



## Software

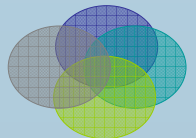


Through our software we are able to deliver real-time knowledge to add value to your business

We work with you to identify new functionality and reporting, delivering these as enhancements to your existing platform

Our software is fully scalable, networkable and robust, making use of the latest technology

We are able to integrate our applications with existing platforms and innovative third party solutions such as i-mob, Kerridge etc

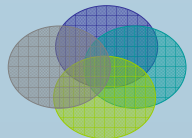


# Key Management Solution - Software Setup

A central server is installed with the main application. This connects to the various Key Cabinets and 'pulls back' the transactions every few minutes to display the status and history of every key transaction on the software to the users.

Multiple PC's are installed with the Client application and link to the server PC. Users throughout the business can quickly view the status of a key from any PC in seconds.

The application can run across sites as long as your network infrastructure permits.



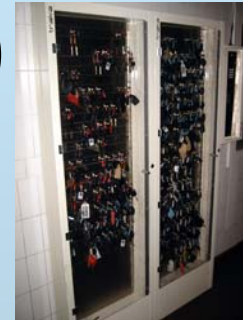
# Key Release Scenario

1



Software used to identify the vehicle which highlights cabinet, location of key within the cabinet and location of vehicle onsite

3

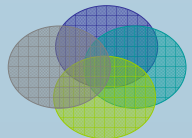


Once the employee has been verified then the appropriate cabinet door is released for keys to be removed

2



Employees log in using fingerprint reader or whatever access method has been chosen



# Fixed Return v Random Return

## Fixed Return

Once a key is assigned to an iFob it can only be returned to one slot in one of the cabinets. If it is placed in another slot the cabinet will tell you which slot to move it to.

## Benefits

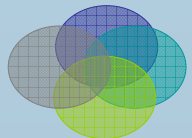
The key slot number can be written on the Job Card and users do not need to use the software to be able to search for the key to find it. Users will get used to which keys are in which slots.

## Random Return

Keys can be returned to any slot position within the same or another cabinet.

## Benefits

The iFob can be returned to a slot to correspond to the geographical location of the vehicle. Alternatively, the key could be moved from slot to slot to denote the stage of process the vehicle has reached. The software is configured to understand what is meant by each slot and to display this 'meaning' to the user.



## Selected Customers

❖ Daimler Chrysler Retail

40% of the UK Mercedes-Benz network

❖ Porsche Great Britain

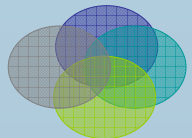
25% of the UK BMW network


❖ BMW Park Lane

30% of the Porsche UK network

❖ Sytner Group

❖ Lancaster Group



A silhouette of a businessman in a suit carrying a briefcase, walking across a blurred cityscape background.

Ewan Ramsey, MD for DaimlerChrysler Retail, London, said:  
***“eTag can deliver tailored improvements to the system to suit our business. They work with us to analyse our business requirements and develop new versions of the software to deliver the business benefits we need.”***

Mercedes-Benz **London**

Experience the difference

