



MAHA is extending its service range and – by way of an asset deal – acquired the core competencies from Gudat Consulting as the leading IT service provider for cross-system digital process mapping of car dealerships and auto repair shops

- With the complete integration of the core competencies of Gudat Consulting into the company group by way of a spin-off of the Gudat Solutions GmbH as an asset deal, MAHA will take advantage of an innovative software solution for car dealerships and auto repair shops. This simplifies the entire workflow, from scheduling to an integral process – both for customers and operators.

Haldenwang, 5 October 2017. More transparency, smooth processes and significant time-savings are key advantages which the MAHA Group will increasingly be offering to customers and prospects. The “digital car dealership” with its KIC-ONLINE SUITE portal solution significantly improves the efficiency of auto repair shops, independently from the DMS or brand loyalty used. This, in turn, boosts customer satisfaction, and ultimately has a positive economic impact through lean process design and time savings.

The entire process – from scheduling and fleet management through workshop planning and digital check-in – is automatically mapped with KIC-ONLINE. Interfaces to other technologies and systems ensure on-site time-savings and smooth processes in real-time, meaning that all steps – including customer communication – seamlessly transition in the workshop process, and are centrally mapped for the first time. “All in all, we can say that the overarching internet portal combines a large number of applications in service centres and workshops, because all areas are already integrated here,” says Jörg Gudat. Check-in, service and workshop planning are seamlessly interwoven, and can be adapted with full flexibility. In addition, interfaces are in place to many DMS, CRM and time-recording systems. A key advantage is that no complex installation is required, but only an internet connection and browser. At the same time, training is highly manageable with average training times of only 60 minutes for the core functions, highlighting the intuitive operation.



To ensure that the portal always remains up-to-date, it will be continuously developed in cooperation with its users, and adapted to new technologies and developments. The specialised company area with its interdisciplinary team makes it a particularly strong partner in relation to the design, programming and further development of individual software solutions, and a pioneer in this sector thanks to its extensive experience. Apart from the design of graphic user interfaces, the provision of suitable server architecture adds the finishing touch to the competences. The company's portfolio has already been recognised with prizes, such as the "Innovation Award 2014" for IT & Management at the Auto-mechanika.

"We are excited to integrate innovative know-how into the company group by way of the asset deal. This enables us to offer our customers a comprehensive, practical solution for the digital workshop process in addition to our existing product portfolio," says Thomas Förg, Managing Director of MAHA. Jörg Gudat, who will remain Managing Director of the subsidiary Gudat Solutions GmbH, is also very optimistic about the joint future under the MAHA umbrella: "I am confident that we are in an even better position to respond to customer requests and requirements together, and that our customers will benefit from our tailored solutions."

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More information released by MAHA is available on the Internet:

www.maha.de/news and www.maha.de

MAHA – an overview:

MAHA Maschinenbau Haldenwang GmbH & Co. KG, with its brands MAHA, SLiFT and hetra, is one of the world's leading manufacturers of workshop and vehicle inspection equipment. MAHA's product portfolio covers all areas, spanning inspection and safety engineering, chassis equipment, vehicle lifts, power measurement, diagnostic tools and emission analysis technology. MAHA's ability to link devices in one intelligent network makes it an effective business partner for any vehicle manufacturers, inspection organisations and workshops that deal with cars, utility vehicles, motorcycles or agricultural machinery. The complementary services that the company provides, in the areas of planning, training and service, complete the portfolio. As a company with an international outlook, MAHA operates a total of four production sites in Europe, Africa and the USA and a global sales and service network in over 150 countries. As at 31 March 2016, the company employed a total of 1,278 staff worldwide. In the previous fiscal year, its sales exceeded €100 million. When the pioneer Winfried Rauch set up the business and manufactured the first brake test bench in 1969, he laid the foundations for a company that is now able to shape the future of mobility worldwide. On top of this, the company takes on a high level of social responsibility with the MAHA foundations and further bolsters confidence in all its products and services as reliable investments.