

WHY YOU SHOULD CONSIDER AND CHOOSE DATOW Software

OVERVIEW:

DATOW Software provides computer programs to the towing industry. We have been doing this since 1980. We understand computers and we understand the towing industry. Hundreds of towing companies around the nation use DATOW Software programs and services. So, why should you?

Why Computerize?

You know that computers have become a way of life for many companies and individuals. Big companies, like the telephone company and the electric company, have been using computers since they first became available. Now, with the availability of low cost computers, even your local drug store or video rental shop have begun to take advantage of the power of the computer. Why do you suppose that is?

Computers make you more productive. And increased productivity means increased profits. It's as simple as that!

But it goes beyond increased productivity. When you are computerized, you present a much more professional image to your customers. Your statements are complete and easy to read. Your billing is on time. And your charges are up-to-date and accurate.

Ever get a call from a PD or an insurance company asking you for information about a tow you performed months ago? Of course you have. And wasn't it fun looking up that old information? Not very likely! When you are computerized with DATOW Software, that information is at your fingertips.

Do you pay your drivers a commission? If you do, you probably spend many hours each month adding, dividing and multiplying hundreds of numbers. When you use DATOW Software, this job takes only a minute or two.

Do you know how many calls you are working at any given moment? How many calls are you holding? And for how long? Are you meeting your ETA commitments?

Are your expenses a mystery to you? How much are you spending on fuel, oil, brakes, tires and maintenance? Do you know which trucks are your most profitable and which are the most expensive to operate and maintain? Which trucks are due for maintenance this week?

When your Insurance agent or the PD needs a list of your trucks and/or drivers, are you typing a list and spending an hour or more to do this? Wouldn't it be nice if you could press a button and have an up-to-date list in your hands in a minute or two?

Does your dispatcher know which accounts are allowed to charge and which are COD? What rate do you charge them? Do you offer flat rates?

When you release a vehicle, do you use a calculator to add up the charges? Are you getting it right every time? Does the vehicle owner think you are making up charges as you go?

Are you in compliance with the laws? Do you send required documents in a timely fashion? Better yet, are you using the laws to your advantage? Are you charging for, and collecting, all the fees you are entitled to?

Are your competitors computerized? Are they able to better serve their customers because they are? Are *your* customers going to become *their* customers?

Computers cannot solve all the problems you face in your business, but they can solve all the situations just described, and many more. And at the low prices available today, can you afford to NOT computerize?

Why choose DATOW Software?

Buying a computer is just the first step. The computer, the screen, the printer, the keyboard and all the other parts that go into making a computer are called the *hardware*. The programs that tell the hardware what to do are called the *software*. We can help you to purchase any hardware you may need. But it is our software that we are asking you to consider today.

Some people buy a computer and then use a spreadsheet or a word processor program to try to keep track of their calls and their stored vehicles. They use a program like Quicken to do their billing. And they *think* they are computerized.

In a sense, they are. But they have only begun to scratch the surface of what computers can do for them. To really take advantage of the hardware, you need software that knows about your business. You need software that is powerful, yet easy to use. And you need software that is supported by a team that can take care of you. You need DATOW Software.

DATOW Software has been around a long time. Since 1980. Since *before* the IBM PC. Since before ANY of the dozen or so other software companies that you see advertised in the trade publications. Over the years, we have seen many of these other companies come and go. You need to know that the company you choose to use will be there when you need them. With hundreds of customers, coast-to-coast, DATOW Software will be around for a long time to come.

Are computers, and DATOW Software, right for everyone? No. We have worked with some companies that were not able to use our programs. But these situations are rare, and as the saying goes, "You can't please all of the people all of the time".

We are proud of our programs and the excellent reputation we have earned. We offer a "Satisfaction Guarantee". We have a low cost version of our programs that are designed for small companies and we have another version that is right for bigger companies. We have programs to help you manage your calls, your yard and your billing. And we have rental plans and payment plans that make our programs easy to buy.

We have the **right programs** at the **right price**. Are we right for you? Please spend a few minutes to read the rest of this pamphlet. It will answer some of the questions you have. And perhaps you will soon be saying what so many others have said:

"I should have done this years ago!"

The Size is Right -- The Price is Right:

Towing companies come in different sizes. So does DATOW Software. As mentioned above, DATOW Software offers 2 versions of our programs. We have the right sized programs for you, no matter how big you are.

The SU Series is just right for the smaller towing company. Is it a Single User version of our programs that have been so popular for so many years. It is low in cost and big on features.

The PROfessional Edition is designed for the larger towing company. Its' advanced capabilities are a benefit to large companies where multiple dispatchers or multiple release windows are needed.

Let us help you to determine which is best for you. You can upgrade as you grow. Since both versions look and feel and work the same, your investment in training is preserved.

The Programs:

Some towing companies do not store vehicles. Some do not offer credit, so they do not need to send statements or keep track of billing. Some prefer to let another company perform their lien sales. And some do not dispatch or pay commissions or need to track truck maintenance or expenses. Because we understand this, we have designed our programs so that each one works by itself, or with any, or all, of our other programs.

This approach means that you do not have to purchase programs that you do not need or want. This keeps your cost lower. However, if at any time in the future your business changes, rest assured that we have you covered. You can order any other DATOW Software program and it will work with any DATOW Software program you are using. The following is a brief description of each of our programs:

Truck & Driver - Dispatching, Call Entry, Truck Maintenance and Expenses

Truck & Driver is the program where you enter information about the calls you perform. If you enter the call information *after* the call is completed, Truck & Driver acts as a data entry program. If you enter the call information *while* the call is being performed, Truck & Driver becomes a dispatching aid. Either way, you can get detailed reports about your business. And, since each DATOW Software program know how to talk to each other program, the information you enter into Truck & Driver is shared with the Lot Control program, the Lien Sale program and the Accounts Receivable program. Our motto is: "Once is Enough!". This means that you never have to enter the same information twice. Ask yourself how many times you now write the information about a call. Would it save you time if you were able to enter the information about each tow only once?

Call reports, driver commissions, maintenance records, expenses, AlphaNumeric paging and comparatives are all a part of Truck & Driver. And much more.

DATOW Lot Control - Stored Vehicle Access, Releases and Reports

DATOW Lot Control keeps track of all the vehicles that you store. You can instantly look at any vehicle you have *ever* stored, even from years ago. If the owner is redeeming the vehicle, a release invoice is created. You can add comments about the vehicle at any time.

DATOW Lot Control can give you reports that will amaze you. Using our exclusive ReportView feature, you can even see the detail used to create an on-screen report *while* you are viewing the report. This is "information at your fingertips." And our on-screen reports are *designed* for your screen. They are not simply printer reports that are sent to the screen. You can also send reports to other programs, so as you get more experienced with computers you can create specialized reports or even color charts and graphs.

Are you searching through mounds of paperwork when the PD or an insurance company asks you about a car? Are you using a calculator to add up release fees? Do you have to put callers on hold while you look for the yard card? Are you required by law to send notices or reports to governmental agencies about the vehicles you store? If so, DATOW Lot Control is the program for you.

Lien Sale Processing

If you do your own lien sales, or are considering it, talk to us about our Lien Sale Processing program. You can take control of your liens. We will train you and help you to do it right. Our Lien Sale program automatically creates the DMV request for information. (For California companies, we offer overnight processing of your requests. The next day, our software automatically enters the names and addresses of the people you have to notify, and it prints the notices you are required to mail. This saves you typing and reduces errors. We also check for invalid VINs, insert expiration dates, body types and other items that are a part of lien sales.) Fees are automatically added to the vehicle's record. We even address the envelopes you will use to mail the notices. We create the required postal forms, too. Not *just* lien letters, but full Lien Sale Processing!

With just a little effort, you can do your own lien sales. Besides California, we also support several other States, with more being added regularly. Ask us about your State.

Deficient Lien Collections

Are you tired of doing work that you do not get paid for? In California, the law makes the Registered Owner liable for the charges that remain after a lien sale. We have developed a system that makes it easy for you to collect. It is the ONLY automated system available to the towing industry for processing deficient liens. Many other states have similar laws, and we will offer this program/service to these states soon. Why pay a collection service 40% or 50% when you can do it for 5% to 20%?

Accounts Receivable - Billing Statements, Payments & Reports

Accounts Receivable keeps track of the money you are owed. But that is not all our AR program does for you. Because all DATOW Software programs are able to exchange information with each other, our AR program is able to do more than most.

For example, when you enter a call into Truck & Driver, the AR program tells the Truck & Driver program about your customer. Things like the address, contact name, telephone number, rate structure and more. Behind the scenes, AR checks to ensure that any credit limit or credit hold is honored. And, of course, AR gets information from Truck & Driver. So when a call is entered into the system, the invoice is too!

AR keeps track of payments, creates statements and gives you the reports you need to manage your company. AR makes your end of the month headaches a thing of the past.

AAAAutoCall - The Automatic Call Entry System

AAAAutoCall automatically enters your Automobile Club DRC calls into Truck & Driver. One keystroke and the entire call is ready for dispatching. Now this is what computers are all about! Efficiency. Productivity. Profitability. These are the benefits you get when you use DATOW Software.

Once the call is "in the system", it becomes a simple matter to reconcile the payment. What took hours or days is reduced to minutes.

The AAAAutoCall system is currently only available to AAA Contract Stations in Southern California that receive orders on a DRC. But our open design approach means that as other clubs or public agencies develop electronic call systems, we will be able to work with them.

AlphaNumeric Paging - Silent Dispatching

AlphaNumeric pagers are similar to regular pagers, except that you can send words as well as numbers. This allows your dispatcher to spend more time dispatching and less time talking on the radio. Two keystrokes is all it takes. No more 10-9s! Customers who are using it tell us it saves them time and money. Dispatchers really love it.

Other towing software companies charge hundreds of dollars extra for this feature. One software company we know of charges \$1000.00! But we include it with our Truck & Driver program. For just pennies a page, it is a good way to get many of the advantages of mobile data terminals, but at a small fraction of the cost.

Other Included Programs

When you purchase, or rent, DATOW Software, you get some other programs at no extra charge. Some help to make your computer run faster. Some help you to do complex tax and loan calculations. And some are just plain old fun!

It is a WIN WIN Situation:

DATOW Software programs are MS-DOS programs that have been fully tested to run perfectly with either Windows 3.3x or Windows 95. The advantages of running our programs under Windows are numerous, but if you do not have or do not like Windows, you can simply run our programs without Windows. Either way, the choice is yours.

Support:

When you computerize your company, you need to know that when you need help, it is available. We have a support system that is designed to make it easy for you to get the help you need, when you need it. And, most of the time, that help is right at your fingertips.

Many computer programs claim to have built-in help. But, too often, it is just an excuse because they have not developed a set of high quality printed manuals. And, often it is more difficult to understand how to use their help than it should be. We have a better idea.

First, we provide you with a set of manuals that describes every aspect of all of our programs. These manuals include complete descriptions of every screen, along with "snapshots" of each screen. We include examples. We include procedures. We include start-up hints. And we include tips to help you get the most from our programs.

But, we also have help built-in to each of our programs. This help is what computer people call "context sensitive". That is, the program knows where you are, and it gives you help that is specifically designed to explain the part of the program that you are in, at that moment. This help is precise. It is fine tuned. And it makes learning to use our programs easy. Other programs we have seen *claim* to have context sensitive help, but it is simply the same help, over and over again, for the entire screen. They leave it up to you to determine which part of this help applies to where you are at that time. You'll need help just to use their help! With DATOW Software, every place on every screen has it's own help.

Many items on our screens offer Extended Help. That is, if the first level of help isn't enough to answer your question, you can simply ask for help again. Now, instead of a simple explanation, you are shown a detailed explanation of where you are in the program. Many of these Extended Help screens include samples and examples. Our customers tell us that this has been a big help (pun intended).

Certain places on our screens contain what we call PickList Help. For example, if you are at the place where the computer expects you to enter the ID number for a customer of yours, you will get a list of ALL of your customers. You can easily find the ID number and, when you press the Enter key, that number is entered into the program for you. Same goes for Makes, Models, Colors, Trouble Codes, Rates, Trucks, Drivers, States and many more. And you can easily modify this help to suit your needs.

Well written manuals and an excellent help system are just the beginning of the Support you get when you choose DATOW Software. Most of the time, these two sources of information will be just what you need. It is like having an expert at your side. But what if you need special assistance?

DATOW Software is committed to providing you with 24 hour / 7 day telephone support. That means that anytime you need us, we are there for you. After hours, weekends and even holidays. No answering machines. Just friendly technical support. And very reasonably priced. Most calls are only \$10.00 and you will never pay more than \$30.00 for a single incident. We want you to call for help if you need it, so we have priced it so that you will. If you require on-site assistance, we can provide that, too.

We're Different:

We are different from all the other companies that are selling software to the towing industry in two other very important ways. We are the only company to offer a money back guarantee. And we are the only company to offer a Rent-To-Own plan. These two concepts are quite unique in the software business. They are intended to make it easy for you to begin to use our programs. We take the risk out of your decision. If you are not happy, and if we cannot make you happy, you are under no obligation to continue a rental. If you have purchased the program, we will refund your money. We understand that computers are not for everyone. This is our way of helping you to feel comfortable with your decision to use DATOW Software.

We are also the only company that we know of that accepts trade-ins. We have found that many towing companies were using some other company's software that was simply not

able to do what they wanted or needed it to do. Or it was hard to use. Or it was difficult to get support. But, because they had already paid for the programs, they thought they were stuck with them. Not so. We offered a credit to these companies, so that they were able to use DATOW Software, without losing their entire investment. Unfortunately, we could not give them back the *time* they wasted using some other company's software! We hope that you do not make that same mistake.

We are different in some other ways, too. We advertise, but we keep our ad budget under control. This helps us to keep our prices down. What do you want? Big color ads or lower priced, high quality software. We attend trade shows, but we keep our convention budget small. We promote our products, but we do not have a sales force making unsolicited calls or visits to towing companies. We concentrate on our programs and our customers, not only on making more sales.

We are different because we are involved in the towing industry. We are active participants in our California Tow Truck Association. We attend meetings. We support the Association. We keep in touch with legislation, so that our programs are able to comply with changes to the laws. And we listen to our users.

We believe that these differences have had a benefit for our customers and for our company. We enjoy an excellent reputation. Most of our sales are because of recommendations from our customers. And we are setting up new customers from coast to coast. Contact us for the names of some companies in your area that are using our programs. Ask them about us. We are sure you will like what you hear.

Getting Started:

What does it take to get started? Well, you will need a computer. And a printer. And, of course, DATOW Software. We can help you if you need to purchase a computer system. We have experience and we are unbiased, so you can be assured that the advice we will give is right for you. We can have you up-and-running in a day or two.

With our Rent-To-Own plan, you can be using any DATOW Software program for about \$100.00. Additional programs cost more, and the PROfessional Edition price is higher. But, no matter which programs you choose, you will get good value for your money.

We guarantee it.

CALL TODAY:

We offer what we believe, and our customers say, is the best towing software available anywhere at any price. But, it is not going to do you any good unless you call and order it! Why put it off? You know you need good software, you know you need to computerize, and you know that DATOW Software has exactly what you need. We encourage you to investigate the other towing programs that are available. We have found that those who do, choose DATOW Software.

Call today, so that you may begin to reap all the benefits that DATOW Software can bring to you. We cannot make that call for you. But we can guarantee that you will not be disappointed. We look forward to hearing from you.

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