



SHOP SOLUTIONS

IDENTIFIX



We understand technician efficiency and bay turns are crucial. Explore the Identifix family of programs and get more work done, more customers in for repairs and more profits. Subscribe to multiple programs and receive BUNDLED discounts.

Direct-Hit

Subscription-based, online service with more than 98% coverage for all U.S. vehicles. Includes: Technical service bulletins (TSBs), component locations and remove/replace procedures, specs and capacities, estimating tools and labor guides and colored wiring diagrams.

Direct Market

Direct Market is Solera's automated customer lifecycle marketing solution. This product delivers marketing communications daily and weekly to consumers based on their driving behavior, vehicle needs and customer interactions.

On Demand

Online, self-service mail and email marketing campaign ordering system with a complete library of service and seasonal ready-to-deliver templates. Access 24/7, with same day email campaign and next day mail campaigns delivered.

Reputation Management

Solera's reputation management and SEO solution puts success back under your control. As a 3-in-1 brand management platform, you can monitor your reputation across all platforms at all times and promote local search success.

Additional information can be found at www.partspluscarcarecenter.com.