

The Motorline Group was founded in 1972 and continues as a family-owned business throughout Kent, West Sussex, Reading, Oxford, Bristol and South Wales. Motorline represents Volkswagen, Toyota, Lexus, Hyundai, Renault, Dacia, ŠKODA, Nissan, Peugeot, Maserati and Infiniti as main car dealers with both new, used and aftersales activities located in Ashford, Canterbury, Crawley, Dartford, Horsham, Maidstone, Tunbridge Wells, Gillingham, Rochester, Coulsdon, Bristol, Newport, Cardiff, Reading and Oxford.



Issue

Since 2013, there has been significant growth within the Group, with the addition of a number of new dealerships. Westlands acquisition has seen their representation of Toyota and Hyundai increase. Financial Director Paul Betts has been with Motorline for nine years, during which time he has seen the number of sites increase from 12 to 50. He wanted to find a system that would provide a helicopter view of the business, and one that would flex to benefit Motorline.



Solution & Outcome

Cooper Solutions and Motorline began working together in 2014. The successful implementation of the fleet and management systems resulted in the uptake of further products.

FullCompliance was introduced across the Group in September 2014, and is used to record business mileage which staff access either on their PCs or via the mobile app. Previously, this had been a time-consuming process, but with staff recording their mileage on their PCs at the end of the week or via the mobile app, payment can be processed quickly through the payroll system.

Paul commented that the product not only benefits the HMRC, but also the employer – who has peace of mind that they are being HMRC-compliant, and the employee – who is satisfied with the tax implications of having a company car.

Paul told us that: *“FullForecast was launched in 2014, and we would be lost without it. Previously, line managers were analysing data in a manual process every ten days. Now, they can plan strategically due to the accuracy and timeliness of the information and can react to trends against both budget and forecast*

which is vital given the wide geographic spread of the business.”

Paul wanted to consolidate eight separate ledger systems across two DMS servers so that financial information could be analysed easily by dealership, brand, entity and group. Accordingly, the group migrated to **FullAccounts** in January 2016 to streamline accounts production further.

Paul said that: *“Using FullAccounts has saved us an enormous amount of time. Man-hours have been reduced, accessibility to information has improved with a faster cycle of information giving the team the ability to work on strategic issues and be more proactive in decision-making.*

“With 17 management accountants using nominal ledger management, standardisation of the system has ensured consistency across the business. We can access information - at all levels - at the touch of a button. Reporting has been maximised with benefits to the income-side of the business, for example, bonus income is more in our hand and more controllable. The biggest influence in the management system is that is professional, consistent and manageable. For these reasons, the system has had complete buy-in at all levels.”

Paul explained that the transition from the old system to the new processes had been smooth and implemented well in phased rollouts. Any concerns he had about the systems being web-based were unfounded as connections have been fast and reliable with information backed up. In fact, he is achieving his goal of a virtually paperless system throughout the Group.

Paul commented: *“I put high value on the stability of Motorline’s relationship with the team at Cooper Solutions, in fact I consider it a partnership. Our needs are taken into consideration, and the continued development taking place to improve systems in reaction to this means that Cooper Solutions’ products have enabled the business to shape processes and provide the stability to progress.”*