

## **CIMA Systems Selects SEcureData Solution from StoneEagle**

*StoneEagle Provides Standardized and Comprehensive DMS Data to Streamline and Automate Processes for CIMA*

**Dallas, TX – July 8, 2009 --** The StoneEagle Group (StoneEagle) today announced that CIMA Systems (CIMA), a Customer Interactive Management Application (CIMA) that serves as an automated business development center (BDC) for dealerships, has selected SEcureData from StoneEagle to provide accurate, comprehensive and timely data from their clients dealership management systems (DMS).

Automotive dealers utilize the DMS according to their individual business practices; consequently the data format is inconsistent across the market. StoneEagle's SEcureData solution aggregates inaccessible and inconsistent data from numerous DMS types. StoneEagle cleanses, standardizes and custom maps each dealer for data integrity and delivers the "transactable" data to applications such as CIMA. SEcureData provides CIMA with the data necessary to deliver effective marketing/advertising campaigns on behalf of their client dealers.

CIMA's patent pending solution offers dealers the ability to communicate unlimited "two-way" communications with their customers based on any data which resides in the dealerships dealer management system (DMS) for one low flat monthly fee. Each customer is communicated with the way they prefer (i.e. email, phone, text, etc.). Also included is the ability to have each customer schedule their service appointment via a toll free phone number or online. Before their appointment, CIMA will automatically contact each customer with an appointment reminder.

"StoneEagle's ability to accurately and quickly retrieve DMS data is invaluable to CIMA," said Gary Nixon, President and CEO of CIMA. "As our mission is to provide dealers with the very best in technology to help enhance customer communication and we are excited to have StoneEagle as a technology partner."

"The SEcureData solution is hosted and managed by StoneEagle to provide our clients with the highest levels of security, reliability and scalability. The data processing and quality assurance measures we have implemented, coupled with our ability to tailor a solution around a client's specific business rules, provides a winning scenario for companies offering software applications to the automotive industry," said Jason Gillette, Director of Sales & Marketing for The StoneEagle Group. "CIMA is truly on a fast track and StoneEagle is excited to work with CIMA to provide a seamless and secure data solution to their client dealers."

### **About The StoneEagle Group**

StoneEagle designs, develops and delivers software solutions and enterprise administration systems for numerous Insurance Carriers, Third Party Administrators and Aftermarket Product Providers. StoneEagle leverages technology to create secure connection points between these providers and their client base, which are predominately Automotive Dealers and Financial Institutions. SEcureSolutions are utilized by over 6500 automotive dealers through relationships with multiple clients, ranging from general agencies specializing in F&I to software application providers servicing the automotive industry. For additional information please visit <http://www.stoneeagle.com>.

### **About CIMA Systems**

CIMA Systems patent-pending solution was founded in 2001 with the goal of creating an automated customer interaction tool for the automotive Industry. After years worth of development time, CIMA Systems, a Customer Interactive Management Application (CIMA), was born. The application helps serve as a 24 hour, automated BDC for dealerships. Developed exclusively for the automotive Industry, CIMA helps dealers communicate with their customers in the way the customer wants to be contacted, via telephone, mail, email or text message and analyzes the success of those communications with reporting and mapping tools. To find out more about CIMA, visit <http://www.cimasystems.net>.