












GMC





360.AGENCY

# GM CANADA CERTIFICATION PROGRAM

Offer your customers an engaging website experience with 360.Agency.



SERVICES		BASE \$1,099	PREFERRED \$1,399	PREMIUM \$1,799
Solutions included in all packages: <b>XMS PRO 360</b> <b>XMS 360</b> <b>XMS MOBILE 360</b> <b>XMS REVIEW 360</b> <b>DASH 360</b> <b>New Virtual Vehicle Lineup</b> <b>Pre-Owned, New and Certified Cars</b>		✓	✓	✓
 <b>SSL Certificate</b>		✓	✓	✓
 <b>Design &amp; Programming</b>		Generic template	High-end templates	Personalized design
 <b>PHONETRACK 360 LITE</b>		<b>1</b> number 250 minutes	<b>5</b> numbers 500 minutes	<b>5</b> numbers 500 minutes
 <b>Blog Starting Package</b>		3 Generic articles	3 Generic articles	3 Exclusive articles
<b>OEM Promotions</b>		✓	✓	✓
 <b>High-End Photo Gallery + 360 Virtual Tour</b>		<b>\$199</b> per site/month (Add-on)	<b>\$199</b> per site/month (Add-on)	✓
		-	-	
 <b>Custom Content</b>		À la carte	À la carte	✓
 <b>Video Slideshow</b>		-	-	✓
 <b>ACCESS 360</b>		<b>\$39</b> per site/month \$250 Installation fee		✓
 <b>PAYMENT 360</b>		✓	✓	✓

OTHER AVAILABLE OPTIONS (À la carte)						
	TRADE 360 (Stand alone)	\$399 per site/month		SHOWROOM 360-V2 Bundle - Includes New Cars, Used Cars & our Canadian Black Book Trade-In Integration	\$1250 per site/month	
	TRADE 360 (with SHOWROOM 360-V2)	\$300 per site/month		SHOWROOM 360-V2 New vehicles	\$675 per site/month	
ROUTE ONE (with SHOWROOM 360-V2)		\$50 per site/month			SHOWROOM 360-V2 Used vehicles	\$350 per site/month
	Additional Vehicle Import Feed	\$50 per site/month				
	XMS 360 Additional Vehicle Daily Import	\$7 per site/month/daily Additional publication	CHAT 360			
	XMS 360 Real-Time V-Auto Price Update	\$25 per site/month		AutoVerify Third Party Widget Integration and Support	\$99 per site/per month	
Creative Website Services		\$150 per hour	Third Party Digital Retailing Integration and Support		\$99 per site/ month No Upfront Investment	
Email Hosting		\$35 per month + \$250 Installation fee	Additional Content		À la carte	
Google Reviews & Dynamic Google Maps Integration		\$89 per site/month	Third Party Integration		À la carte	
EasyDeal Integration		\$50 per site/month	PBS Integration		\$50 per site/month	
Digital Advertising		Per budget (Minimum budget: \$1 000/month)				
Dynamic Inventory Advertising Videos		Decreasing price based on the number of vehicles price/month Minimum advertising budget of \$1,600/month for 49 vehicles.				
		1-49 vehicles: \$395/month 50-149 vehicles: \$545/month 150-249 vehicles: \$665/month 250-499 vehicles: \$785/month 500-999 vehicles: \$1,075/month 1000-1499 vehicles: \$1,615/month				

## SOLUTIONS INCLUDED IN ALL PACKAGES

### **XMS Pro 360**

Your CMS for managing your promotions, articles, coupons, landing pages, departments and user rights.



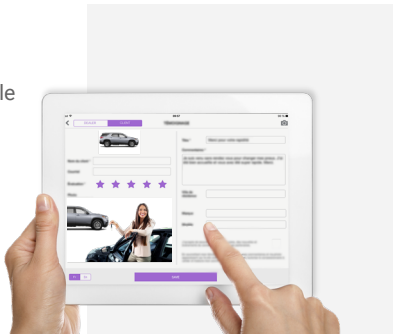
### **XMS 360**

- Inventory management software for new and used vehicles. (Includes syndication.)
- New inventory vehicle configurator



### **XMS Review 360**

App that collects testimonials at point of sale to broadcast on your website and social media (Available on smartphone and tablet).



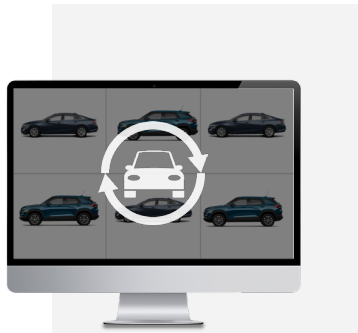
### **XMS Mobile 360**

Mobile version of our inventory management tool, adapted to your field team: VIN scan, data management, pictures and videos (Available on smartphone and tablet).



## Pre-Owned, New and Certified Cars

Gestion de la syndication de Inventory syndication management for pre-owned and new vehicles including certified vehicles. (Import and export).



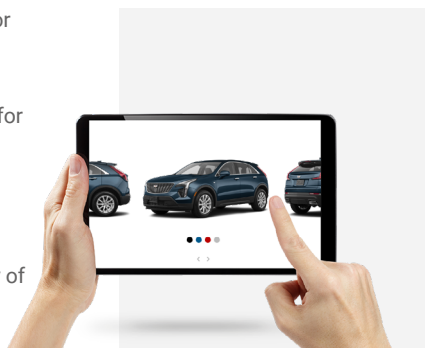
### **DASH 360 - GM Canada Analytics pack**

Reporting package accessible through XMS Pro 360 to access critical data about website and CRM activities.



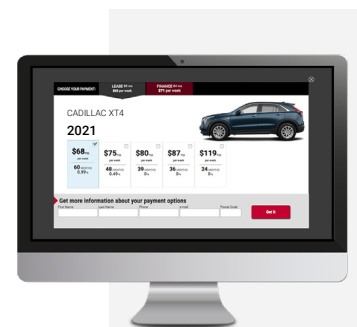
### **Virtual New Vehicle Lineup**

- Specific VDP landing page for every trim level.
- 3 interior & exterior pictures for each colour. (Canadian make, model, year, trim.)
- Complete collection of new vehicles with an image gallery of your inventory.



### **PAYMENT 360** Manufacturer programs and discounts

Payment calculation application integrated into your website.



# SOLUTIONS AVAILABLE DEPENDING ON PACKAGE

## PACKAGE LEGEND:

● Included in the Base package ● Included in the Preferred package ● Included in the Premium package ☹ Included with conditions ○ Available as a paid option

## Design & programming\*

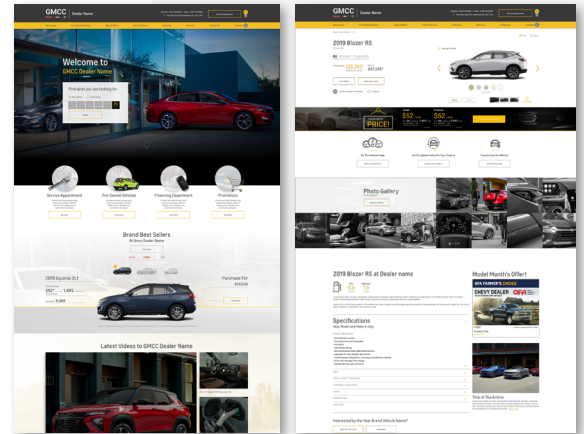
Certain conditions apply

**Base:** Generic template incorporating the brand requirements.

**Preferred:** High-end template created specifically to meet the brand requirements.

**Premium:** Design created for a dealership or group of dealerships offering personalized brand image including GM brand requirements.

\*Personalization at launch with no additional charges in the Premium package.



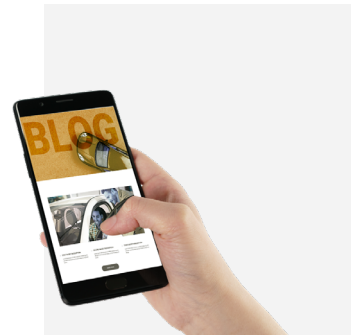
## SSL Certificate

Includes HTTPS protocol for high security data transmission.



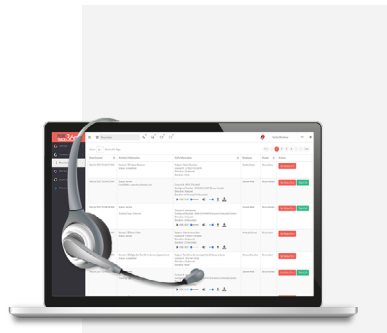
## Blog Starting Package

3 generic articles to activate the News section of your website  
(Exclusive articles available with Premium.)



## PHONETRACK 360 LITE

1 to 5 local numbers or toll-free (1-800) phone numbers with PHONETRACK 360 LITE.  
(250 or 500 minutes, tracking and recording included + \$25 for each additional 500 minutes.)



## Monthly Manufacturer Promotions Update (Regions Specific)

Publication of generic manufacturer-provided monthly offers (regions specific), roughly 2-5 models (as provided by the Program and/or the OEM), and home page carousel banner for the monthly event offer.



## SUPPORT 360

Support platform included and emergency hotline

Available 24/7

Unique to OEM Certification Programs: additional support by your Programs Team.



# INCLUDED IN PREMIUM

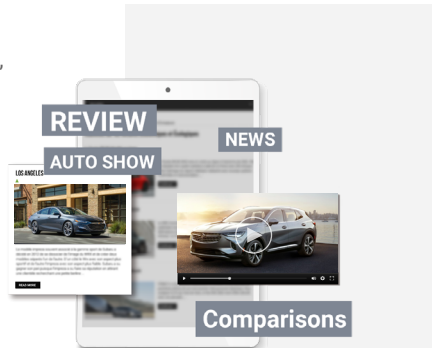
POSSIBILITY OF À LA CARTE ADD-ONS WITH OTHER PACKAGES

## PACKAGE LEGEND:

● Included in the Base package   ● Included in the Preferred package   ● Included in the Premium package   ☒ Included with conditions   ○ Available as a paid option

### Custom Content ○ ○ ●

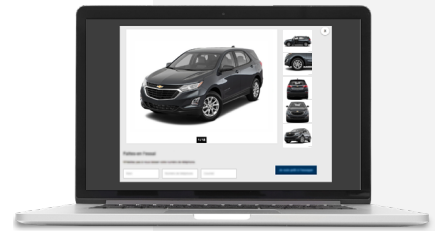
News, Pre-owned, After-sales, About us, Team, News, Videos, Testimonials, etc.



### High-End Photo Gallery ○ ○ ●

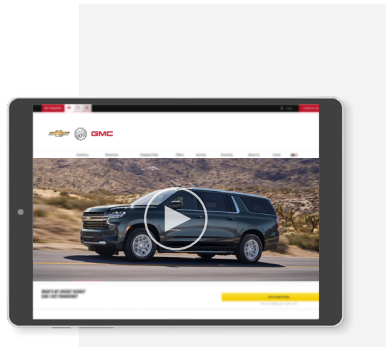
New vehicles: exclusive gallery for each model.

(Year, make, model and Canadian versions.)



### Video Slideshow ●

Option of including video in carousel section of homepage design.



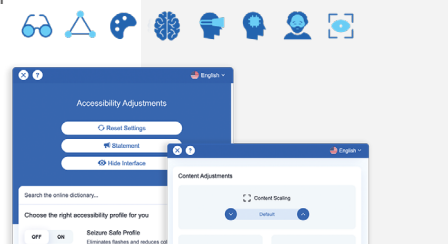
### 360 Spin Tour ●

New vehicles: interior and exterior virtual tour.



### ACCESS 360 ○ ○ ●

Enhanced WCAG 2.1 Level AA Compliance Widget allowing those with visual or motor disabilities/limitations to customize their user interface.

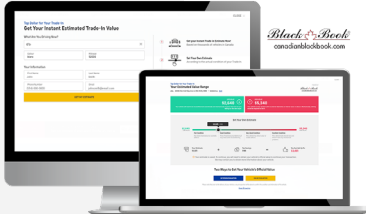


## AVAILABLE OPTIONS (ADD-ONS)



### SHOWROOM 360-V2

Online sales platform for new and pre-owned vehicles for retailers (including configuration and inventory of new vehicles).



### TRADE 360

Online Trade-In Estimator with Canadian Black Book integration. (available with or without SHOWROOM 360-V2)



### CHAT 360

Instant messaging system, managed by and connected to CRM 360.



#### + Creative Services

Coupons, headers, promos...

#### + Additional Content

News, testimonials...

#### + Email Hosting

Per batch of 25 addresses

#### + EasyDeal Integration

#### + Third Party Digital Retailing Integration and Support

#### + Google Reviews and Dynamic Google Map Integration

#### + Dynamic inventory videos (advertising).

#### + Third Party Integration

#### + AutoVerify Third Party Widget Integration and Support

#### + Additional Vehicle Import Feed

#### + PBS Integration

#### + XMS 360 - Additional Vehicle Daily Import

#### + XMS 360 - Real-Time V-Auto Price Update