



## FOR IMMEDIATE RELEASE

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### **NCM<sup>®</sup> Associates develops a proprietary social media platform for auto dealer clients.**

Overland Park, Kan., 4 Feb. 2011: [NCM Associates](#), a leading provider of automotive [20 Group](#), [Retail Coaching](#), [Education](#) and operations [Benchmarking](#) services to franchise and independent auto dealers, has developed a secure online meeting place for its clients to stimulate dialogue among users. NCM<sup>®</sup> Community includes an RSS news feed for always-on availability to breaking industry news and information, a micro-blog and chat feature to facilitate ongoing peer collaboration and secure file, photo and link sharing among Community users. NCM Community will be previewed in NCM's booth #3522N throughout the National Automobile Dealer Association's annual convention in San Francisco February 5-7.

NCM<sup>®</sup> Community was created with the primary intention of keeping great dialogue going outside of the 20 Group meeting room. Offered as a value-added service, NCM will make the new platform freely available via the members' group websites. With three primary components: RSS news feed, micro-blog activity stream and chat, users will be able to stay in touch online with secure collaboration between meetings. An additional feature of the micro-blog is the ability to share files, pictures and web links for the benefit of the group. This is a limitation of the groups' current listserv tool addressed by NCM Community. The chat feature allows members to know who from their group is online at that time and thus provide them with an instant discussion partner, if needed.

Jeff Bethel, NCM's Research and Development Director, is pleased with the development effort, as NCM initially considered purchasing an off-the-shelf solution. "NCM has incredible in-house programming talent as evidenced by our outstanding suite of proprietary financial analysis report products for the retail automotive industry," he said. "The NCM Community effort was a departure from the team's product development focus, but the results are very impressive." NCM expects its clients to quickly adopt the new collaboration platform, but is not forcing it. All the current communication tools will remain in place, giving the members time to become familiar with Community and the freedom to choose the tools and devices that best meet their needs.

Paul Faletti, NCM President and CEO, is an advocate of the ongoing evolution of NCM's service offerings. "While we've made online collaboration available to our group members for many years, NCM Community steps it up significantly. With easy access via their NCM member websites, the users can read and instantly comment on the latest industry news, which may naturally encourage dialogue amongst the members." Faletti went on to explain that the micro-blog is more useful than a traditional listserv, as it has a unique feature that places the most talked-about topic at the top of the discussion string. "And with NCM Community, there's no more hunting for old emails, as the exchange on the NCM Community is preserved," he added.

While pleased with the initial platform, NCM Research & Development will evaluate and enhance NCM Community based on user feedback. For more information about NCM's Research & Development efforts, call 800.756.2620.



**About NCM® Associates, Inc.**

NCM Associates, Inc. is the originator of the automotive industry [20 Group peer collaboration](#) process and has been providing dealership [Benchmarking](#), [Education](#) and [Consulting](#) services to the industry since 1947. Located in Overland Park, Kan., NCM provides a robust suite of services designed to drive dealership profitability using its proven, operations-focused Benchmark® for Success program with new and pre-owned U.S. automotive dealerships, as well as with businesses in more than 20 other industries. For more information about NCM Associates, visit [www.ncm20.com](http://www.ncm20.com) or call 800.756.2620.

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