

INTELIO

Intelligent Operations

MONITOR | MANAGE | MARKET

The goal of WashMAX is to provide the car wash owner with real time tools to allow them to optimize each site to achieve its fullest potential regardless of weather, economic conditions or local competition. To accomplish this, WashMAX breaks down car wash management lifecycle into four critical phases that provide an excellent model on which to gauge your current and future success.

Phase I: Operational Intelligence

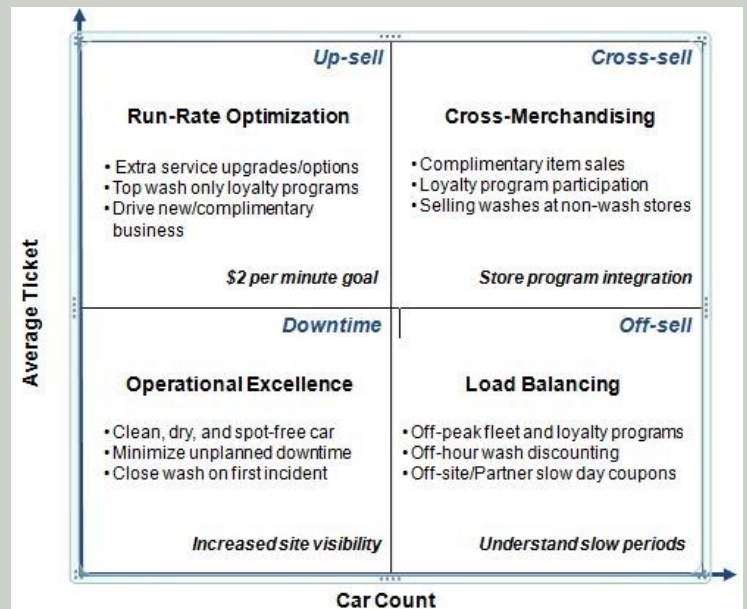
It always begins with the requirement to put out a clean, dry car every time. If your car wash is not putting out a consistent product do not pass go and do not collect \$200. 9 out of 10 unsatisfied customer simply drive off and never use your car wash again. Worse yet, they tell their friends about the poor experience. If you are running any type of promotional or marketing campaign and your car wash is not putting out a consistently excellent product you are actually investing money to lose customers faster!

Phase II: Increase Car Count

Is a \$3 car wash a bad thing? It depends! A customer who purchases a basic \$3 wash at 2AM on a Tuesday night: not so bad. A customer using a \$3 car wash coupon on a Saturday morning will chase away full paying customers. However, everything starts with building car count. Once you have built car count you can focus on retaining and up-selling to build profits. WashMAX provides you with a number of tools to increase and retain your customers. From multi-site fleet programs to one time free wash cards that convert to loyalty cards, WashMAX will allow you to implement a strategy that is the best fit for each site.

Phase III: Increase Average Ticket

Once you have (1) achieved Operational Excellence, and (2) implemented programs to build and retain car count, we can look at increasing Average Ticket price. There are a host of programs and strategies that can be implemented to encourage your customer base to upgrade their purchases. As long as we have the consistent car count, our attention can switch to selling extra services, educating our customers on the importance of these products and most of all the criticality of washing your car in an environmentally friendly manner, while protecting its resale value. These tools provide us with a number of opportunities to up-sell customers.



Phase IV: Cross Merchandising

One of the most rewarding phases occurs once you have achieved excellent results on site and are doing a good job of retaining and up-selling your existing customer base. This phase starts the process of cross-merchandising with local partners and with complimentary services to drive new customers to your site and to drive existing customers to new profit centers. The key for this is to ensure that this influx of new customers is managed to complement your existing car wash patrons. However, cross promotions with local business can be easily limited to slow days or periods. Further complimentary service offerings must be managed to drive customers at key periods to optimize labor cost.

No two car wash sites are the same. The goal of WashMAX is to understand the challenges of each site and to customize programs to get the most of not only your "A" sites, but to improve things at "B" & "C" sites as well. As a result all of our programs, including fleet and gift programs, can be implemented even if you have sites utilizing different price points. You can implement strategies to link "B" & "C" sites to non-wash sites in an attempt to capture their traffic count. Thus WashMAX provides flexibility to treat sites uniquely, while managing all site on a single management portal.



Please learn more at www.intelio.com or call Intelio at 949-567-9950x1

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Show Summary Data for:

Wash Name	Gross Revenue by Transaction Type						Gross Revenue*	Net Revenue**	REM Revenue
	Wash Mix	Cash	Code	Credit	Fleet	Pre-Paid			
Express (\$5.00)	245 (22%)	\$950.00	\$0.00	\$265.00	\$0.00	\$0.00	\$1,215.00	\$1,215.00	0%
Deluxe (\$6.00)	224 (20%)	\$792.00	\$0.00	\$540.00	\$0.00	\$0.00	\$1,332.00	\$1,332.00	0%
Premium (\$8.00)	90 (8%)	\$288.00	\$0.00	\$432.00	\$0.00	\$0.00	\$720.00	\$720.00	0%
Premium+ (\$9.00)	577 (51%)	\$1,755.00	\$0.00	\$3,303.00	\$232.00	\$0.00	\$5,058.00	\$5,058.00	4%
Totals	1136	\$3,785.00	\$0.00	\$4,540.00	\$232.00	\$0.00	\$8,325.00	\$8,325.00	3%
Avg. Ticket: \$7.33		Avg. Cost: \$0.36**				Avg. Net Revenue: \$7.33**			

Revenue History						
Date	Total Gross Revenue	Total Net Revenue*	Count of Washes Sold	Weather		
				8 AM	12 PM	4 PM
2009-03-30	\$144.00	\$144.00	17			

Credit Card Transactions History				
Timestamp	Teller Image	Wash Type	Transaction Type	Gross Margin
2009-03-30 11:37:20		Premium+	Credit	9.00

WashMAX is the industry's most comprehensive remote management, monitoring and automated marketing system, empowering multi-site operators to operate their car washes remotely and on a "management by exception" basis. Furthermore, WashMAX is compatible with the ActiVA Virtual Attendant and includes the following modules:

WashMAX Maintain: Provides equipment uptime and diagnostics data, as well as automated service alerts dispatch so you and your service providers can be notified remotely whenever you have a car wash equipment incident.

WashMAX Manage: Provides real-time transaction and car wash performance data via a multiple site management portal including car count, wash mix, average ticket, transaction type, purchase point, marketing program results, cash and code management, weather data and historical sales data.

WashMAX Merchandise: Pay at the pump car wash codes just got more interesting! Intelio Technologies licensed the Code-A-Wash IV software module to provide our customers with the ability to sell carwash codes at the fueling island and inside the store. Better yet, Intelio has super-charged Pump and Store codes so you may now offer this purchase option across the street, across town or even across the Internet.

WashMAX Market: If your site is similar to a typical WashMAX site, then 15% of your customers account for almost 50% of your business. WashMAX Market offers loyalty, fleet, gift and community programs which can be set up and deployed remotely and are both day-of-week and time-of-day sensitive. Our new discount code programs can be implemented to automate traditional coupons, and can be designed so they can only be redeemed on slow days. Best of all, WashMAX Market improved Fleet Programs can now be deployed across multiple car wash sites with separate pricing structures.

washMAX Merchandise	washMAX Manage	washMAX Maintain	washMAX Market
Cross Merchandising	Remote Management	Remote Monitoring	Revenue Optimization
Acquires Customer at Full Price	Create Strategic Site Plan	Consistently Clean & Shiny Car	Retain Full Price Customers
Market and sell codes to on-site gas and C-Store customers. Add offsite carwash code sales at nearby gasoline stations and complimentary retailers.	Understand busy and slow days. Analyze car counts, pricing and resulting wash mix. Monitor average ticket price and promotion usage. Create plan to optimize ROI at each site.	Provides remote error code reporting, automatic dispatch, service/response metrics, and uptime management for the car wash and the activation unit. Reduce customer defections.	Retention programs to optimize car count and average ticket. Drive fleet customers to slow days. Automate community (charity) programs and discount couponing for slow day usage.

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