



Ferman Auto Group

Established in 1895, Ferman has grown into one of Tampa Bay's most established automotive groups. Recognized with the NADA Century Award, Ferman continues to build its legacy by following the Golden Rule and valuing every customer.

The Challenge



The previous provider had poor support



Content was stale, irrelevant, and didn't sell



Streaming frequently buffered causing customer annoyance



The prior platform lacked advanced integrations

The Solution

Digital Dealership System replaced the former provider across the group with reliable managed content plus appointment, service-status, and sales integrations. Managed programming keeps content current and relevant while reducing the buffering and unreliable streaming the group previously experienced. Appointment boards, service-status displays, and sales integrations connect the screens to practical dealership workflows rather than using them only for passive content. The scalable setup gives Ferman a consistent platform that can support its 18 rooftops while allowing individual locations to use the services they need.

The Result

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We needed a provider that could support the needs of a large dealer group. Reliable content and responsive service were both important to us. Digital Dealership System delivered the strong foundation we were looking for. This flexibility allows us to continue expanding the system as we evolve.



Joe Pelaez – IT Director

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Customer since 2023. Current solutions: Customer Lounge TVs with Service Status; Customer Lounge TVs; Sales Appointment Boards; Showroom TVs; Service Appointment Boards; and a Greeter Board.



KPI Leaderboards and Digital Sign Solutions



DigitalDealershipSystem.com



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