

# MICROCAT.CRM™

Connect your entire network  
to sell more genuine parts.

Improve field rep productivity and provide a smart marketing engine to deliver personalised parts promotions and campaigns.

## What is Microcat CRM?

Microcat CRM bridges the gap between wholesale customers, automotive dealers and OEMs, allowing you to sell more genuine parts and increase productivity by bringing everything you need into one connected solution.

## Powerful Wholesale Parts CRM

Manage customers better – Everything to know about every wholesale customer and interaction, in one place. See an average of 50% more customers every day and resolve issues 63% faster.

## Workflow Efficiency Tools

Streamline workflow and improve productivity – Field reps can create tasks, raise issues, take photos, add notes and place orders while on the road.

## Marketing & Promotions Engine

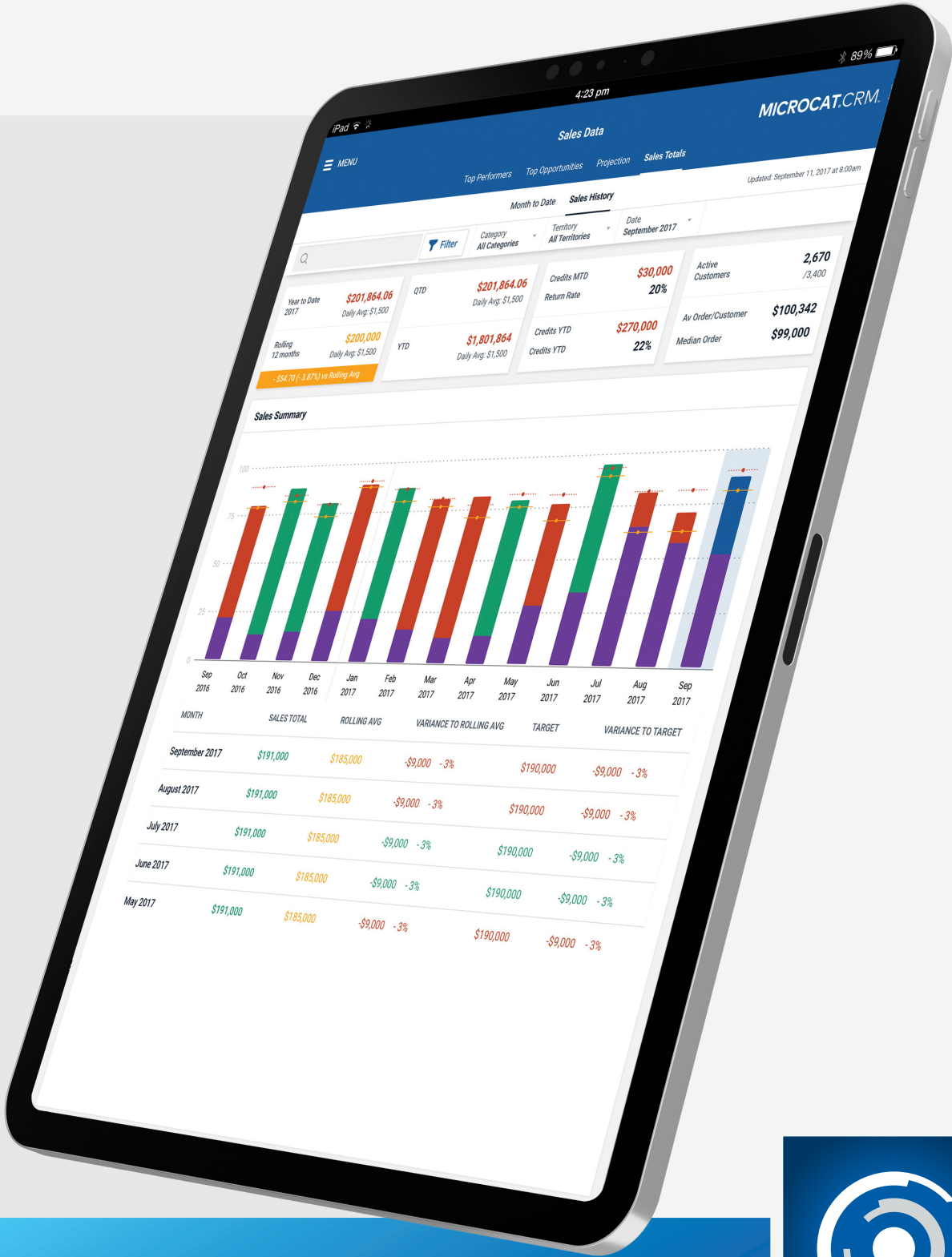
Promote better – OEMs and dealerships can share personalised wholesale promotions, campaigns, news and bulletins with customers in an easier, faster and more professional way.

## Insights for Frontline Transformation

Know, see and track everything – Insights into staff performance allows managers to drive the right behaviours and create more professional, productive and sales-focused field teams.

## True Business Intelligence

Grow profits faster – Identify opportunities and threats across your wholesale customer base. Set targets and KPIs, view sales forecasts, observe purchase trends and sales history.



Ready to get started?

Then we'd love to hear from you.

To see Microcat CRM in action, contact  
[start@microcatparts.com](mailto:start@microcatparts.com).

INFOMEDIA™  
DRIVEN BY DATA.

[www.infomedia.com.au](http://www.infomedia.com.au)  
Copyright © 2025 Infomedia Ltd. MJ 06/25

