

DIRECT HIT FEATURES:

1.) Direct Hit is the largest online database of experience-based fixes. Over 2 million confirmed fixes accumulated from the Identifix Virtual Tech hotline service over the last 30 years.

WHAT ARE CONFIRMED FIXES? Identifix has operated a technician help line since 1987. Our hotline, called Virtual Tech, is staffed by 50 ASE Certified L1 carline specialists. Our staff takes calls from shops facing the most complex and difficult diagnostic concerns. Problems so advanced and difficult technicians can't find the solution using Alldata, Mitchell, or Google. Identifix staff provides a fix to the problem, shops confirm the fix in our online portal, and those fixes are now part of the Direct Hit confirmed fix database. True experience-based, confirmed fixes available to Direct Hit subscribers.

2.) Direct Hit contains OE service and repair information for 98.5% of vehicles on the road in U.S. This is the same OE information used in competitive repair products (Mitchell and Alldata):

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|--------------------------------|--|
| OE Remove/replace procedures | OE component locations |
| OE wiring diagrams | OE Diagnostic Trouble Codes with procedures |
| OE Technical Service Bulletins | OE maintenance schedules with reset procedures |
| OE fluid specifications | OE part numbers |

What else does Direct Hit have for a professional technician?

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|---|--|
| Supercharged search engine | Interactive wiring diagrams (2-3 sets of diagrams) |
| Multiple labor guides – MOTOR and Chilton's | NHTSA recalls |
| Component and system exploded views | Reliability reports |
| Estimating guide with parts and labor information | Technician input on confirmed fixes |

Direct Hit Efficiency Calculator

FIND THE NUMBER OF TECHS AND CROSS TO THE HOURLY LABOR RATE TO FIND THE MONTHLY LABOR SAVINGS

*** Monthly labor savings based on each tech saving 9 minutes/day AND facility open 20 days/month***

*** ROI calculated on a monthly subscription rate of \$179.00 ***

# OF TECHS	HOURLY LABOR RATE								
	\$75	\$85	\$95	\$105	\$115	\$125	\$135	\$145	\$155
	MONTHLY LABOR SAVINGS (TIME SAVED = INVENTORY TO SELL)								
4	\$900	\$1,020	\$1,140	\$1,260	\$1,380	\$1,500	\$1,620	\$1,740	\$1,860
ROI	5.0	5.7	6.4	7.0	7.7	8.4	9.1	9.7	10.4
6	\$1,350	\$1,530	\$1,710	\$1,890	\$2,070	\$2,250	\$2,430	\$2,610	\$2,790
ROI	7.5	8.5	9.6	10.6	11.6	12.6	13.6	14.6	15.6
8	\$1,800	\$2,040	\$2,280	\$2,520	\$2,760	\$3,000	\$3,240	\$3,480	\$3,720
ROI	10.1	11.4	12.7	14.1	15.4	16.8	18.1	19.4	20.8
10	\$2,250	\$2,550	\$2,850	\$3,150	\$3,450	\$3,750	\$4,050	\$4,350	\$4,650
ROI	12.6	14.2	15.9	17.6	19.3	20.9	22.6	24.3	26.0

Direct Hit helps a shop owner turn more vehicle and make more money. Fix it faster. Fix it right.

The first time. That's the power of Direct Hit.