



THIS IS A PLUS FOR RACE TEAMS, PROMOTERS, SANCTIONING GROUPS AND THOSE SEEKING SPONSORSHIP.

ProVim, a company based just north of Indianapolis in Fishers, Indiana, has developed new software specifically to help motorsports companies manage their databases, build their customer/ fan bases, and engage with them better. ProVim's ProQueue motorsports event software, called ProQ for short, brings several different applications under the umbrella of each client's central database. Contacts don't have to be imported or exported from one software program to another one to perform many common tasks, and lists can be generated easily from the business's database. Event management, newsletters, invoicing, estimates, pledges, donations, todo lists and calendars can all be utilized within the software.

In the case of event management, the software can supply and store driver and team registrations, liability releases and even data on individual cars. Pre-event ticket sales, on-site sales and at-the-gate sales can be handled through ProQ. As a business continues to build its database, its customers' contact information, including social media addresses, past purchases and geographic areas, is included for seamless outreach.

ProQ allows individual drivers, teams, both large and small businesses, track promoters, clubs and sanctioning bodies and other motorsports companies to have a virtual IT department

without the expenses of a physical one. At \$50 a month for two users, it's less expensive than the price of most residential cable TV subscriptions.

The ProQ software is cloud-based, so it can be used anywhere there is an Internet connection, including hot spots on cell phones. Many of the tasks that software is asked to perform involve forms. The way ProQ handles forms is integral to its benefits.

After a company's contacts are imported or entered into the software, ProQ can generate code for a form that is added to the client's Web site. The code displays the Web form, grabbing any data the client wants. This data can include things like survey feedback, drivers' medical histories, in-case-of-emergency contacts, and liability waivers. When a driver, customer or fan fills out the form online, it automatically sends the information straight into the company's ProQ database. The whole process is completed on the company's Web site through ProQ, eliminating the need to send the customer to other software for fulfillment. And at the end, the customer's contact information is all in the company's ProQ database.

It's all mobile-friendly too, so receipts or invoices can be called up on a smart phone and shown on the spot. "Many racing teams, tracks, clubs, sanctioning bodies and motorsports-based small businesses have a Web site and are active in some form of social media, but as a sport we are way behind in managing our information well," pointed out the ProQ representative. "With ProQ, you aren't juggling numerous Excel files or e-mail lists handwritten on yellow legal pads. You can sort your database into lists and reach out to your contacts in any way you wish.

"It's all contact-based, because we interact with people, not companies," he explained. "Each contact's address can be located through Google Earth directly from the software. It is set up to include Facebook, Twitter, and LinkedIn, YouTube and Google + handles too, making reaching out to your database through social media easier."

The ProQ software also offers an easy way to produce e-mailed newsletters. At a penny per email address, it's half the price of other e-mailed newsletter providers. ProQ's e-mailing system is set up as a proper e-mail campaign engine and is fully compliant with current Can-Spam rules, which makes it less likely for bulk e-mails to end up in the recipients' spam folders.

When a company signs up for the software, ProQ assigns it an integration manager to help it transfer its data to the new software. Free training is also included. "We fully understand that there is no 'one-size-fits-all' solution when it comes to running and growing your business," he said. "As part of our service we provide a knowledgeable motorsports integration manager to customize the software to your needs, & train your team how to use it."

Restart Communications, the first motorsports public relations firm to embrace the new ProQ software, sees it as a way for tracks, sanctioning bodies and clubs, teams, drivers and PR firms to step up their marketing and public relations efforts.

"The competition for sponsorship dollars is tighter than ever, and the days of a driver getting away with just telling a potential sponsor 'I have a lot of fans' are over," said Restart's Linda Mansfield. "Like it or not, Amazon has changed marketing forever," she concluded. "Motorsports at all levels needs to understand that its fan/customer base is truly its greatest asset, and start interacting with it better and smarter."