



## PMCLogic Gains on Rising Refinish Calculator Systems' Popularity

by Ed Attanasio

ComputerLogic, Inc., a developer of computer systems and business solutions for the automotive aftermarket, has created PMCLogic, a paint and materials calculator and management system. The system allows body shops to quickly create an accurate record of all materials used in the



ComputerLogic  
Founder and President  
Richard Palmer.

repair process, according to company Founder and President **Rick Palmer**. Palmer said he developed his easy-to-use software program for the purpose of helping collision repair specialists properly track and invoice all paint and materials used during

the repair of a specific vehicle and also provide insurers with an accurate estimate of the materials that should be used in this process. How does it work? PMCLogic calculates the estimated cost of all paint and materials consumed while replacing, repairing and/or refinishing each specific panel and structural section of the vehicle. This takes the guesswork out of paint and materials invoicing and replaces it with accurate, unbiased data. The results are based on input from industry experts and the most current industry pricing which is gathered directly from hundreds of paint and material suppliers. PMCLogic then provides an easy process to allow users to create a final invoice showing the actual paint and materials used in the repair of specific vehicles; a printout they can use as documentation later when dealing with insurers.

PMCLogic took three years and cost millions of dollars to develop, according to Palmer. In 2006, when the product launched, ComputerLogic put it in the hands of a wide range of industry professionals, in order to let them try it and provide feedback to the software developers at ComputerLogic.

"We gave it to paint manufacturers, paint jobbers, body shops, insurance companies—every segment of the industry we could think of," Palmer said. "We asked them to use it and test it to check it for accuracy and ease-of-use. Then, we tweaked it and refined it based on their suggestions. It turned out to be a very valuable process."

Being thorough and accurate to the penny and having the latest data are two hallmarks of PMCLogic. "The program provides details on items generally used for each

affected panel," he said. "This is important, because it breaks it down and provides a more accurate measurement. These numbers have been benchmarked by a diverse group of collision industry experts and are continually updated as materials and processes change. In addition, paint pricing is color specific; which increases pricing accuracy."

PMCLogic provides an easy-to-read document that lists all paint and materials used to restore the vehicle to its pre-accident condition and provides the detail of where in the process those paint and materials were used.

Providing objective third-party information helps ease any tension that might otherwise exist between body shops trying to get paid and insurance companies watching the bottom line, Palmer explained.

"We've found that by having an independent third-party provide an unbiased and accurate estimate of the cost for paint and materials, the friction between insurers and repairers is significantly reduced, not to mention the savings on administrative costs for both parties," he said.

Since 1979, ComputerLogic has provided business products, solutions, and services to companies in the automotive aftermarket of every size—from Fortune 100 automotive paint and parts manufacturers, to individual collision repair facilities and jobbers. ComputerLogic's paint information technology is being utilized in more than 24 countries and has been translated into 14 different languages.

"We provide a full spectrum of services to our clients ranging from paint software applications to customized software and web development, business-to-business eCommerce solutions, turnkey hardware/software/scale



ComputerLogic, Inc. develops computer systems and business solutions for the automotive aftermarket.

systems, customer support helpdesk services, and consulting services," Palmer said.

PMCLogic is the third product offering from ComputerLogic. The company also created *SupplyLogic*, an inventory control product that utilizes a wireless Pocket PC platform to help distribution sales reps

track inventory remotely; and *MixLogic*, a program that allows automotive refinish manufacturer's the flexibility of distributing their color information "Online" (Internet/browser-based version), "Offline" (Windows-based version) or both.

Palmer is encouraged by the response he's received from body shops that currently use PMCLogic throughout the country and abroad.

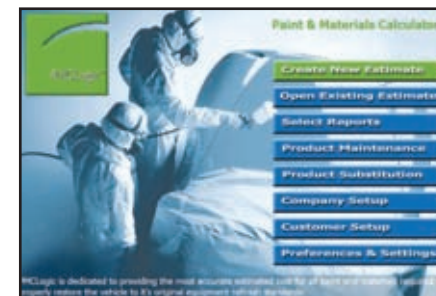
"At this point, we feel we have a solid product," Palmer said. "Obviously, we've put a lot of time and effort into this project, and that's why we can say without hesitation that it's the most accurate tool of its kind on the market today."

Ease-of-use was a main concern during the development of PMCLogic, Palmer said. "The process of inputting the data and getting the printout takes a maximum of two minutes," he said. "The screen shows every panel, outlining all of the materials used. It then prints out a complete report that shows where every penny in materials went. Shops can then use this documentation to show to the insurance

companies once the job is finished."

The main thing PMCLogic does is level the playing field between shops and insurers, Palmer explained.

"One of our main objectives with this product is to help shops place all their cards on the table face up when dealing



One of the main screens displayed by PMCLogic.

with insurance companies. It gives shops a measuring stick and then helps them generate an accurate invoice that they can use to get properly reimbursed."

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