

CASE STUDY

From 5 Years of Software Struggles to Full Visibility in 4 Weeks

A Dealership's Move to Flyntlok



Case Study: STS Truck & Utility Trailer Sales

THE OVERVIEW

STS Truck & Utility Trailer Sales is a third-generation, family-owned dealership with five locations across New York and Pennsylvania. Known for selling premium brands and operating as a trusted fleet partner, STS offers sales, service, rentals, and custom fabrication for vocational vehicles. But as the business grew, their Dealer Management System (DMS) became a roadblock instead of a backbone.

THE CHALLENGE

Why Legacy DMS Software Fails Modern Dealerships

STS spent five years trying to make their old DMS, CDK, work for their growing multi-location operation. It couldn't keep pace.

- **Siloed systems** with no visibility across locations or departments
- **Manual reporting:** leadership dashboards rebuilt monthly from scratch
- **Cumbersome workflows** that slowed down everyday tasks
- **High costs, low return:** fees kept rising without meaningful improvements
- **Limited integrations** and no control over their own data

“We were spending too much time wrestling the software — and not enough serving our customers.”

Nicholas Jacobs

Sr. Director of Finance & Operations, STS



COMPANY OVERVIEW

STS Truck & Utility Trailer Sales has five locations in New York and Pennsylvania. Offering sales, service, rentals, and custom fabrication for vocational vehicles, they're known as a trusted fleet partner.

EXECUTIVE SUMMARY

Previous Software: CDK

Results with Flyntlok:

- Full team adoption in under 4 weeks
- Real-time reporting replaced manual monthly dashboards
- Mobile quoting and sales eliminated need for VPNs
- Faster service turnaround and streamlined invoicing
- Leadership gained instant visibility to drive smarter decisions

THE SOLUTION:

Flyntlok: Cloud-Based DMS for Multi-Location Dealerships

When a team member suggested Flyntlok, Jacobs wasn't expecting much. But one demo changed that.

■ **"From the jump, I was blown away. The logic. The layout. The way it matched how we actually run the business—it just made sense."**

Flyntlok's workflows aligned naturally with how STS operated, offering real-time reporting, open data access, and seamless QuickBooks Online integration. Even better, it was built by people who understood the needs of multi-location dealerships — without the bloat of unnecessary features.

■ **"They don't build what they don't need to build. No ego. Just solutions."**

THE IMPLEMENTATION:

Full Adoption in 4 Weeks

STS had experienced painful software transitions before. With Flyntlok, it was the opposite.

- One dedicated project manager ran the timeline, cleaned the data, and wrote the SOPs.
- On-site training at all five locations ensured the team was ready from day one.
- Data migration was seamless—raw exports went in, clean data came out.

■ **"We never had to ask where we stood. Our project manager was present, accountable, and just got it."**

Within four weeks, the entire team was up to speed, something their old DMS never achieved in five years.

THE IMPACT

Faster Sales, Real-Time Reporting, and Connected Teams

With Flyntlok in place, STS finally had:

- Real-time dashboards for instant decision-making
- Mobile quoting and sales from anywhere, no VPNs needed
- Faster service turnaround and streamlined invoicing
- Happier customers thanks to quicker approvals and smoother processes

■ **"After five years with CDK, we were still figuring things out. With Flyntlok, we were up and running in four weeks."**

The result? STS regained its edge... serving customers faster, running leaner, and leading with data.

The DMS That Helps Dealerships Work Smarter and Grow Faster

Flyntlok gave STS the freedom to operate at full speed. The team is sharper.

Sales can work from anywhere. Service runs lean. Customers get what they need faster. And leadership has the visibility to make smart decisions without the wait.

“

We want to be out front with our customers—not buried in a system. Flyntlok makes that possible.

”

Nicholas Jacobs
Sr. Director of Finance & Operations, STS

ABOUT FLYNTLOK

Flyntlok is a cloud-based dealer business system built by equipment dealers for equipment dealers.

We simplify parts management, pricing, service KPIs, and rental tracking while providing bi-directional Journal Entry and General Ledger syncing with QuickBooks Online, Sage Intacct, and other leading cloud tools. Designed from the ground up for SaaS, Flyntlok focuses on the features dealers need most and is proven daily in our own dealerships.

Call us today to schedule a demo and find out how Flyntlok can make running your dealership simpler, faster, and more profitable.

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