Aptean Unveils Next-Generation, Cloud-Native, AI-Powered Equipment Dealer Management System

Randers, Denmark and Alpharetta, GA, September 10, 2026 – Aptean, the AI company built for industrial businesses, today announced the launch of **Aptean Equipment Dealer Management System (DMS)**, its next-generation, cloud-native, AI-powered solution for equipment dealers. Now available in **Denmark, Norway, Sweden, the UK, Ireland, Germany, Austria and Switzerland**, Aptean Equipment DMS is enhanced with pre-built AI agents designed to solve specific dealer challenges and help make AI implementation faster, easier and more effective.

Built on decades of experience delivering purpose-built dealer management solutions rather than generic ERP, Aptean Equipment DMS combines the capabilities of five long-standing dealer management systems into a single, unified platform. The solution underscores Aptean's position as a leader in applying artificial intelligence to real-world operational challenges, with embedded agentic AI designed to help equipment dealers operate more efficiently and make faster, data-driven decisions.

Following several strategic acquisitions in the equipment DMS software sector, now supporting 7,000 active users across 550 dealer locations, Aptean conducted an extensive market, customer, and technology review to determine the best-in-class solution for Equipment DMS. The analysis highlighted key opportunities for AI to improve customer service and increase dealer profitability, including streamlining damage-repair estimate workflows, generating more accurate labour and parts costings, automating the maintenance of asset-specification records across the asset lifecycle to improve inventory control, and expanding cross-selling opportunities at the point of customer order.

The result is decades of deep experience supporting equipment dealers distilled into a purpose-built, next-generation dealer management solution that unifies operations across sales, rentals, servicing, repairs, parts management, and finance on one platform, with AI tools tailored to the way equipment dealerships work.

AI Built for the Realities of Equipment Dealers

Aptean Equipment DMS includes embedded AI agents designed specifically for dealer workflows. The agents address the operational challenges that directly affect profitability - inconsistent damage estimates, incomplete asset specifications, and missed cross-selling opportunities. With AI acting at the point of decision, dealers work more efficiently to support delivering a better customer experience and protecting margin discipline across every stage of the equipment lifecycle.

"The era of AI that simply generates insights is over. Industries now need AI that understands how their business runs, integrates into their workflows, and supports decision-making. With Aptean's AI Operating System, powering Aptean Equipment DMS, that's exactly what we're delivering for equipment dealers. We are launching across eight

markets because the dealer expertise that shaped this platform was built in these regions - from the UK and Ireland to DACH and the Nordics," said **TVN Reddy, CEO, Aptean**.

Regional Strength, International Reach
JMA continues to maintain close ties with the Nordic market and the equipment dealers who use our solutions. Customers continue to receive local advice and support from the JMA team they know today.

Together with our colleagues across Aptean, we combine local industry expertise with global development capabilities, investments in artificial intelligence and experience across multiple markets.

"JMA has always focused on developing software close to the industry and for the industry. Our goal is to make everyday work in the equipment trade simpler, connect processes and create greater visibility. That focus continues with Aptean Equipment DMS," said **Johnny Krogh, Director, JMA From Aptean**.

A Platform Built Around How Dealers Actually Work
Running on Aptean's AI operating system and Microsoft Dynamics 365 Business Central, **Aptean Equipment DMS** delivers enterprise-grade security, native integration with Microsoft 365 apps, and the confidence of running on the latest software.

Key capabilities include:

- **Total Dealership Visibility:** Sales, rentals, service, repairs, parts, and finance run on one platform, with the potential of every branch working from the same real-time data.
- **End-to-End Rental Management:** From quote to contract, scheduling to delivery, invoicing to return, rental teams can gain full control of the rental lifecycle.
- **Mobile Rental and Field Service:** Capture condition, photos, meter readings, and signatures at handover, and enable technicians to close service orders in the field - online or offline – often with no re-keying.
- **Repair Shop Workflow Management:** Integrate parts pricing from OEM and aftermarket suppliers, plus labour time estimation, so shops move faster and bill with confidence.
- **Maximised Asset Resale Revenue:** Complete purchase, service, damage, and depreciation history helps enable precise disposal pricing, and Machine Portal Online pushes listings to marketplaces with a single click.

AI Agents Pre-Built for Dealer Workflows

Three ready-to-deploy AI agents ship with Aptean Equipment DMS:

- **Damage Detection and Repair Cost estimation:** Analyses handover photos and descriptions, identifies likely affected areas, pulls available make/model data from the DMS along with the part numbers required for the repair. It then cross-references dealer pricing for the specific customer to generate a repair cost estimate, which the dealer can use to generate a quotation.
- **Cross-Selling Item Recommendation:** Suggests additional items at the point of order using the customer's purchase history and live inventory and where permitted - learning from each salesperson's actions.
- **Asset Specification Auto-Fill:** Uses OEM specification sheets and product catalogues to help automatically populate equipment attributes, reducing administrative time and helping keep asset records complete.

About Aptean

Aptean is an AI company built for industrial business. For medium and enterprise manufacturers, distributors, and wholesalers facing rising costs, shrinking margins, and operational complexity, Aptean embeds AI directly into the workflows, decisions, and data your business already runs on – so intelligence isn't a bolt-on, it's how the work gets done. The result is designed to support faster decisions, lower costs, and measurable margin improvement delivered through an ongoing partnership, not a one-off implementation. The company is headquartered in Alpharetta, Georgia, with offices across North America, Europe, and Asia-Pacific. Learn more at aptean.com

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For more information, visit www.aptean.com or contact JMA directly for inquiries specific to the Nordics region.

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