Automotive Ecosystem

16
&
$30K
per month

#1 – Manage Contract Terms

Technology Obsolescence

- 2013 Forbes – Web-base Apps 3-5 year shelf life
- 2023 Google – 18-month inception to sunset cycle

Financed Asset History

- 1992 - 6-figure on-premise server investment
- 2002 – Transition to hosted server environments
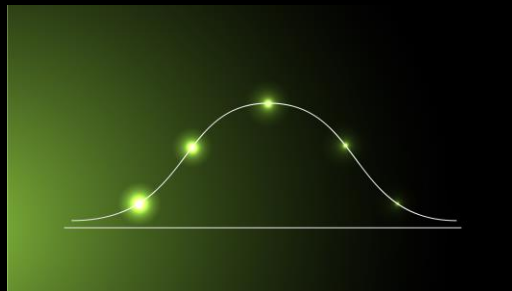- 2023 – Fractional space & Elastic Pools

The Answer

Short Terms = Flexibility

Innovation	**Latest and Greatest**
Industry	**Adapt to the Market**
Consolidation	**Business Opportunity**

#2 – User Log-ins

Example - Sales Manager

- DMS
- CRM
- Desking
- Inventory
- Digital Retailing
- Credit
- Key Tracking
- Analytics/Reporting
- eContracting
- Equity Mining
- Registration & Titling
- Vehicle Appraisal
- Vehicle Scanning
- Website (admin)

zaq12wsx
qwertyuiop
password1 letmein
dragon monkey 1qaz2wsx
princess abc123 qwerty
1q2w3e4r iloveyou asdfghjkl
password
qwerty123
superman
sunshine

The Answer

Single Sign On

Security	Passwords- & MFA
Usage	Top of mind
Browser	Launch & Recovery
Integration	Efficient
Onboarding	Less to learn

#3 – Certified Secure
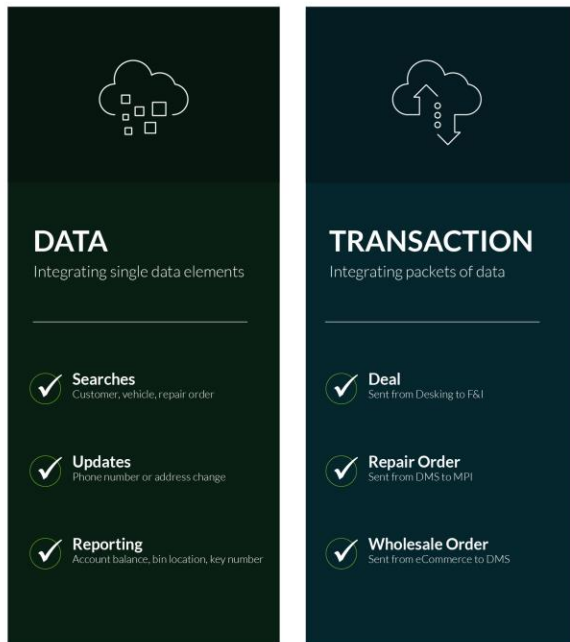
Ensure your software solutions are SOC 2 Certified

What is SOC 2?
Examines controls in place that protect and secure its system or services

What's the value of SOC 2?
Establishes trust, drives revenue and unlocks new business

What are the Trust Service Criteria?
- Security *Required*
- Availability *Optional*
- Confidentiality *Optional*
- Processing Integrity *Optional*
- Privacy *Optional*

SOC 2
What you need to know

Who needs a SOC 2?
- If you process data in the cloud or data centers
- If you manage or store data
- If you want to demonstrate your commitment to security

How long is a SOC 2 report valid?
Approximately 12 months

The Answer

SOC Certified Solutions

Protocols	Controls & Services
Value	Trust
Security	Required
Cloud	Required
Frequency	Annual

#4 – Data vs. Transaction

Is your software ecosystem integrated at a data or transaction level?

DATA
Integrating single data elements

✓ **Searches**
Customer, vehicle, repair order

✓ **Updates**
Phone number or address change

✓ **Reporting**
Account balance, bin location, key number

TRANSACTION
Integrating packets of data

✓ **Deal**
Sent from Desking to F&I

✓ **Repair Order**
Sent from DMS to MPI

✓ **Wholesale Order**
Sent from eCommerce to DMS

The Answer

As much transaction integration as possible

Department of Labor Report 2021 – Time wasted re-entering existing data.

39%

#5 – Real Time

Are your transactions throttled?

Throttled

Real-Time

15 Minutes

<Second

Speed	**Eliminates bottlenecks**
Cost	**Pay for what you use**
Scale	**Up or down in real-time**
Reliability	**High-Availability**
Security	**By Design**

#6 – Outside of Ecosystem

Solutions for your business outside of Automotive!

Logistics	Business	A.I.
Speed	Insights	Innovation

- ➢ Status
- ➢ Costs
- ➢ Routing
- ➢ Weather

- ➢ Analytics
- ➢ Banking
- ➢ Productivity
- ➢ Professional

- ➢ Social Media
- ➢ A/R Coms
- ➢ Recalls

Expect More   **Work Smarter**   **Adopt Technology**

The Answer

Truly Open Partners

2021 - ~200,000,000 public APIs

2024 – expected >400,000,000 public APIs

Source DevOps.com

#7 – Partnered for You

Will your foundation solutions support partnerships that you need; OEM, State, and Market Driven?

Foundation Software

- DMS
- CRM

Foundation Focus

- Integration with a broad market
- Acquisition of new entrants
- Development of layered apps

The Answer

Best in Class

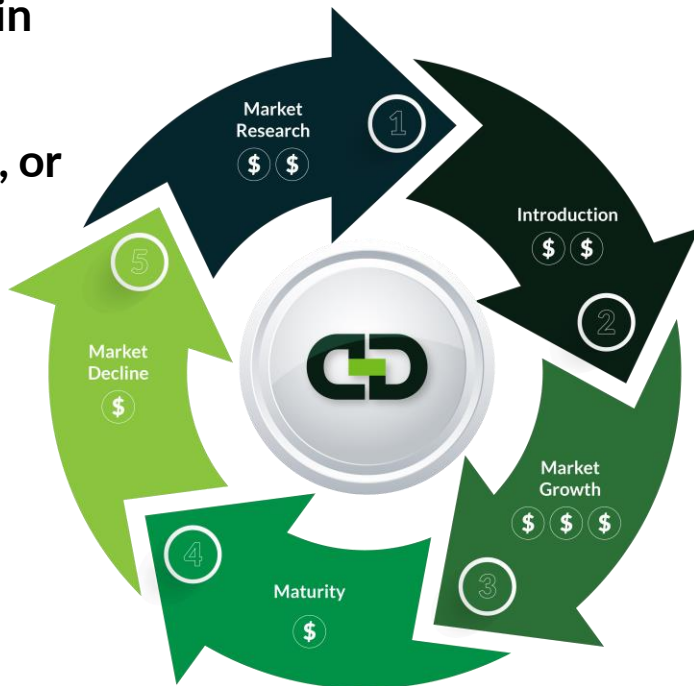|	
OEM	CSI Requirements
OEM	Service Retention
State	Taxes and Fees
State	Consumer Protection

#8 – Ongoing Investment

Are you invested in solutions at the adoption curve's beginning, middle, or end?
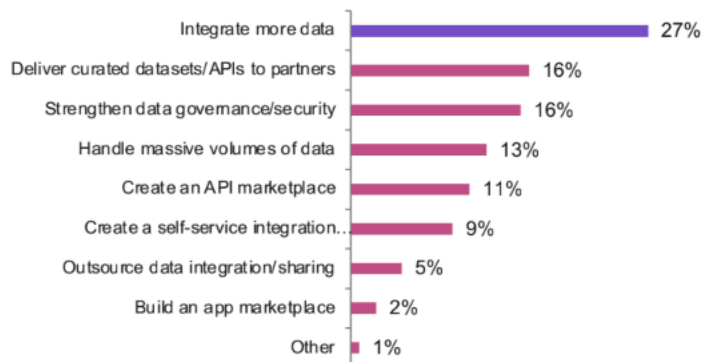

The Answer

Align Innovation to Business Growth

Introduction	**Digital Retailing**
Growth	**Parts eCommerce**
Mature	**Accounting**
Decline	**Look towards Growth**

#9 – Better Integrated with DMS

DMS providers, as a foundation software, need to lead the integration effort for your dealership

Data Integration Priorities over Next 2 years

Priority	Percentage
Integrate more data	27%
Deliver curated datasets/APIs to partners	16%
Strengthen data governance/security	16%
Handle massive volumes of data	13%
Create an API marketplace	11%
Create a self-service integration...	9%
Outsource data integration/sharing	5%
Build an app marketplace	2%
Other	1%

Source: Dealer Tech 2021

The Answer

Modern, Open and Secure

Partner	**More data**
Partner	**Secure**
Partner	**Efficient workflow**
Partner	**Dealer focus**
Partner	Invest

#10 – Regularly Assessed

Subscription services. Do you still need them?

Dealer Tech 2021

2022 Dealer's Surveyed

16
&
$25K

12
believed
&
18
Actual

The Answer

Quarterly audits

Usage	Is it used?
Term	Can I cancel it?
Cost	Am I getting value?
Certification	Must I have it?
Requested	Who wanted it? Are they still here?

In Summary

1. Manage Contract Terms
2. Look for ways to minimize user logins
3. Ensure your software is Certified and Secure
4. Integrate Transactions versus Data
5. Integrate real-time versus batch sweeps
6. Look for opportunities outside of automotive
7. Partner versus vendor
8. Ongoing investment
9. Better DMS integration
10. Regularly Assess

Thank you