The Future of Dealer Technology:
Leading Innovation in Automotive

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DealerBuilt CEO, Mike Trasatti

**Dealer Kid, Dealer Family**
Firsthand experience with ups/downs of the industry

**Car Family**
Father started first dealership in 1969; still in family today

**Chief Executive Officer**
DealerBuilt, an enterprise-class DMS solution provider

**Years of Experience**
25+
Years of experience developing & implementing software and IT solutions
The Future of Dealer Technology

In all of the chaos of 2020, exists an opportunity to evolve the future of dealerships...
COVID-19 – Short-term Dealer Tech Strategy

Consolidate and Eliminate Tech
Dealers are re-evaluating technology/tools that are unnecessary expenses.

Core Technology Remains Paramount
The DMS continues to be the backbone of dealership operations.

Communicate with Customers at Scale
Leverage core technology to communicate key messages to customers.
Technology Re-evaluation and Consolidation

**Eliminate Spend**
Get rid of redundant and underutilized tools so they don’t return or move to another part of the budget.

**Improve Efficiency**
Simplify your tech stack, leverage key tools and reports, and automate the delivery of information.

**Increase Productivity**
Enable better resource allocation using automated tools within core solutions (e.g., Intelligent Dispatching).

“Top-performing executives will never cost cut their way to enterprise-level strategic relevance.”

- Chris Ganly, Senior Director Analyst, Gartner
Tools to Drive Efficiency & Productivity
The Digital Revolution?

Social distancing and COVID-19 will not kill the car dealership experience.

Digital augments the process, but most consumers require a personalized, in-person car-buying experience.

A new car is second only to a home as the most expensive purchase many consumers make.*

Source: NADA
The Consumer Retail Experience

Vehicle Search → Deal Building and Negotiation → Finance & Insurance → Contracting → Delivery or Drive Home

Option 1 for Consumers: Showroom Experience
Option 2 for Consumers: Online Experience

In 2019, online car sales made up 10-15% of the total U.S. vehicle market.*

The permanent shift in consumer behavior is not a digital-only consumer, it’s a consumer who expects you to seamlessly meet them where they are with an omni-channel experience can start online and finish in the dealership or vice versa, with no interruption.

Source: Autopia
DMS – The Backbone of Car Dealerships

- It hasn’t changed
- Competition in the DMS space is great for dealers!
- Understand the best solution for your unique requirements
- Partner with a proven vendor that:
  - Co-innovates with dealers
  - Incorporates customer experience tools into its platform that harness online, mobile, and social platforms
  - Does not use integrations as a profit center
- Recognize that no DMS is perfect
The future DMS solution is not just a system of record that collects and calculates data, but also a **system of engagement™**.

**Enhanced End-to-End Journey**
The DMS includes tools that harness online, mobile, and social platforms to engage with consumers and create sales and service experiences that exceed the expectations of modern, tech-enabled customers.

**Actionable, Real-Time Intelligence**
The DMS serves up real-time data from its core functionality, OEMs, and integrated third-party companies that enables consumers to make better decisions as they engage with the DMS.
The DMS of the Future – Customer Experience Tools

The DMS of the future, a system of engagement, includes customer experience (CE) tools that are a standard part of the DMS and connected to the customer.

- Unnecessary to invest in independent tools that are costly and duplicative.
- Absent of a suite of CE tools within a DMS, customers’ experience will be fragmented.
- CE tools within a DMS can be scaled up when ready, or quickly leveraged when needed.
The DMS of the Future – Data Intelligence

The Dawn of Data
Dealers, OEMs, vendors, and service providers have yet to fully recognize the value, either through revenue or savings, of the data being collected.

Next Gen Dealer & DMS
The next gen dealer will use the DMS as the epicenter of data collection, storage, and transfer that efficiently fulfills the connected experiences for drivers.

Inform Experiences
Complex data collected from the DMS will be analyzed and synthesized to provide better experiences for customers and to better monetize data being collected.

Invite Innovation
No vendor has all the required tech & skills; those that effectively innovate and collaborate with the DMS of the future will create a significant competitive advantage for their organizations.
The DMS of the Future – A Platform for Partners

- DMS that offers an open integration platform
- Includes well-proven DMS capabilities integrated with a best-in-class ecosystem of partners
- DMS vendor that fosters innovation and cultivates a cooperative partnership with OEMs and third-party integration companies
- Provides value for dealerships and their customers, not a profit center for itself
The DMS of the Future – Hosting Flexibility

The future of dealer technology will include flexible options to host the technology dealers need to operate their business.

Cloud Hosting
A secure and fully-dedicated cloud environment results in reduced and more predictable total cost of ownership, as well as ease of implementation and worry-free maintenance.

On-premise Hosting
On-premise options should be available for dealers that have the internal IT resources to deploy, manage, and support a self-hosted solution.

Hosting Provider
Dealers should ensure their vendor partners with a cloud hosting provider like AWS that leverages a secure cloud.
Summary – The Future of Dealer Technology

1. The evolving DMS is a top strategic technology trend impacting customer experience, dealer tech spend, and operational effectiveness.

2. Partnering with a DMS that enables dealers to effectively execute a unique vision, while providing a strategic vision to drive innovation at dealerships is critical.

3. Dealerships that execute against both short- and long-term strategies will minimize risk, create revenue, reduce costs, and enhance safety and security.
Thank You!

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Questions?
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