



VUE DMS

The Dealer's Cloud-Native DMS

MODERNIZE YOUR DEALERSHIP
WITH DIGITAL TRANSFORMATION

VUEDMS.COM

INTRODUCTION

Whether we like it or not, change happens. As a retail auto executive, you are always looking for the next big change, the next big disruptor. This time, however, disruption came unexpectedly with the rise of the COVID-19 virus.

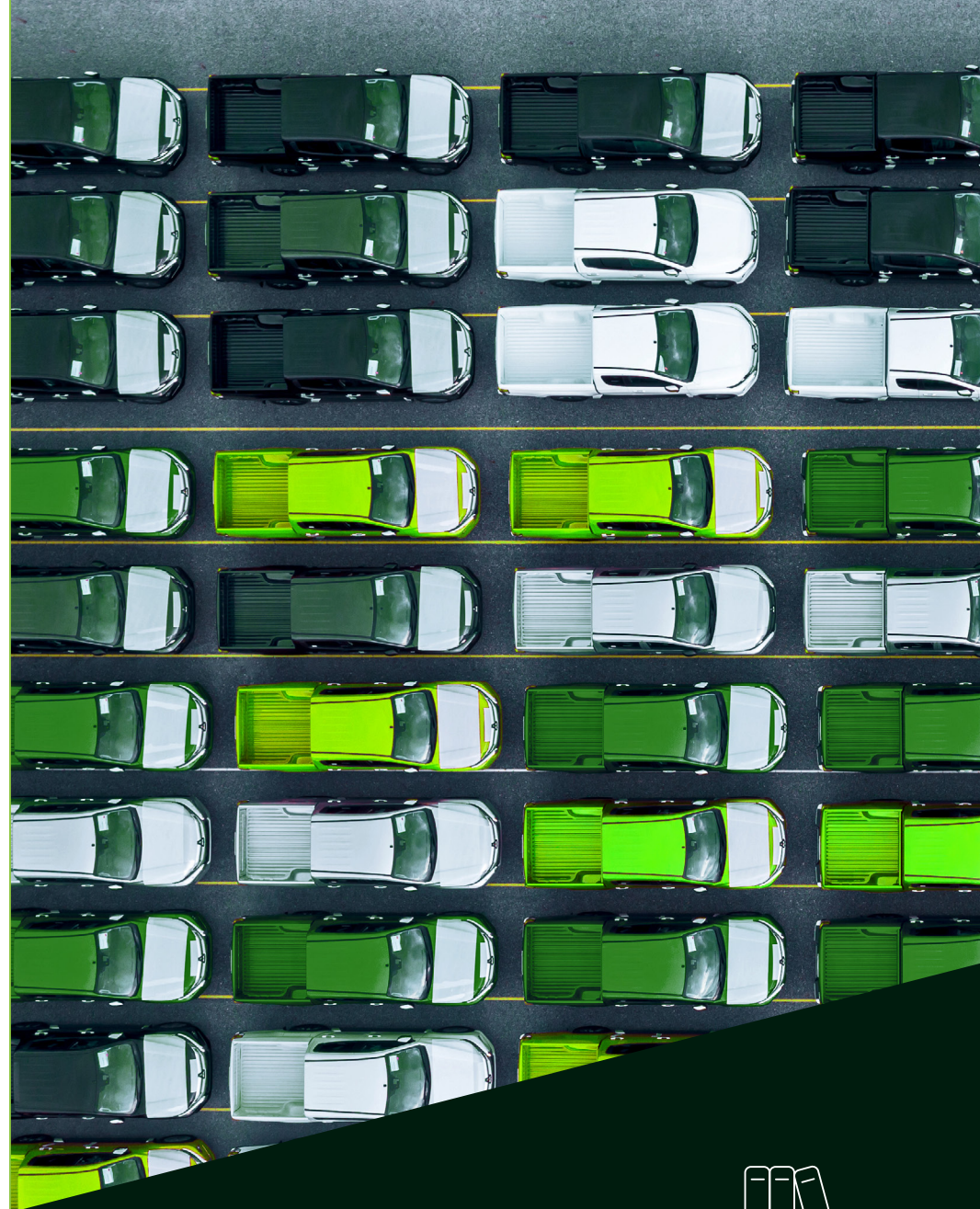
The pandemic's impact on our industry was not just disruptive but shocking. In short, it has been a rocky ride.

Fortunately, developed and proven technology was already waiting in the wings, ready to take on this new challenge. The technology is commonly referred to as the cloud, a metaphor used to describe the internet. Best of all, it is a solution consumers have desired for a long time.

In this eBook, you will learn more about the benefits of digital transformation and how it can help you modernize your dealership. We hope this content will help your business adapt and thrive in this ever-evolving landscape.



Arlene Clements
Executive Director of Business Development
VUE DMS



Thank you for downloading “Modernizing Dealerships by Digital Transformation,” part of VUE DMS’s free ebook series for dealership owners and managers.

EXECUTIVE SUMMARY

Running a dealership is more complex than ever. Our industry has seen rapid changes in consumer preferences, emerging cybersecurity threats and shifting local and federal regulations. And all of these challenges have been accelerated by the global pandemic.

To survive, businesses have had to adapt faster than ever, implementing modern processes and technology to meet new demands and mitigate emerging threats.

In this ebook, we share how dealers can drive the necessary digital transformation. You will learn:



About cloud technology and its impact on your dealership operations



How to achieve digital security, flexibility and efficiency across your enterprise



How to deliver a superior buying experience, reduce costs and protect your business

Digital transformation is here to stay, and the cloud will help put you in the driver's seat.

RECENT

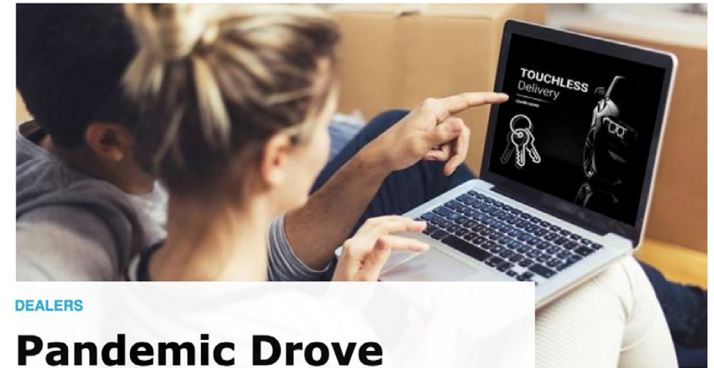
SPONSORED CONTENT
Fewer Defects, Faster Speed with Spyglass Visual Inspection

SPONSORED CONTENT
DealerSocket One ecosystem driving business success

OCT 01, 2021

FOCUS: Electrification & Advanced Propulsion

INSIGHTS: Future Dealer



DEALERS

Pandemic Drove Long-Term Changes in Auto Retailing

Touchless delivery part of enhanced customer experience.

In the face of an emerging COVID crisis, dealers thrived. They may have nearly stumble, many actually reported growth. This was accomplished by deploying digital solutions on the run in a new model.

KEY TAKEAWAYS

Dealerships that adopt digital transformation:

1

Commit to cloud technology

2

Are more secure from cyberattacks

3

Offer a differentiated customer experience

4

Reduce friction for customers and employees

5

Deliver a superior customer experience

6

Are able to reduce IT costs

7

Are more efficient and productive

8

Enable flexible working options for employees





KEY BENEFITS OF DIGITAL TRANSFORMATION

As we continue moving toward digital retailing in automotive, cloud-native solutions will play a critical role in ushering in this next phase. The ability for these platforms to remain flexible, efficient, cost-effective and robust will be paramount as the industry evolves.

Flexibility

Cloud flexibility enables you to easily deploy, iterate and redeploy in a timely manner. That flexibility is what makes it easy to experiment and implement in the cloud. There's no need to wait for one large release.

Adaptability

The nature of the cloud means you take (and pay) for only what you need. This is made possible by the capability to elastically scale up and down on the fly — without disruption — to deliver the appropriate cost-performance mix and keep up with growing or changing demands.

Efficiency

Cloud-native streamline operations and their costs in a number of ways. They make it possible for operations teams to deploy and manage software in a standardized way because they are accessible and manageable anywhere. They can be integrated with a variety of cloud tools to enable extensive monitoring and faster remediation of issues.

Resiliency

Cloud-native solutions must be robust and always on, making disruption virtually unnoticeable. Moreover, that resiliency should be adjustable. Resiliency is inherently expensive, and where needed, it is worth every penny. But where less rigorous guarantees make sense, the level of resiliency in a true cloud-native architecture should be easily selectable to deliver the appropriate cost-reliability balance for the needs at hand. Software stays online as individual issues are addressed.

Security

Cloud backups are an ideal solution to ensure business continuity and always-on availability of your files. All clouds offer some degree of encryption, deterrent and compliance, but private clouds remain the most secure from outsiders. Disaster recovery is safely stored in the cloud.

Cost Effectiveness

Leveraging cloud technology gives you access to professional staff, advanced security systems and cutting-edge technology without the hassle of maintaining your own IT infrastructure - which adds up to the projected savings.

WHY DIGITAL TRANSFORMATION

What does migrating to a digital platform mean for your business?

As a computing services platform, the cloud enables businesses to build and scale quickly, while empowering their customers to do more. That's why, for instance, Walgreens Boots Alliance and Microsoft established a cloud-based strategic partnership to transform health care delivery. Thanks to the cloud, these two companies will make health care delivery more personal, affordable and accessible for people around the world.

Today's businesses are turning to the cloud in greater numbers. Shopping giant Coles is migrating to cloud computing to enhance customer experience and improve business productivity. Chevron's IT workforce is committed to the cloud, enabling key company resources to evolve from supporting infrastructure projects to custom development. Solution providers, such as AT&T, are also moving to cloud services to get required scale and agility and to reach a larger set of the population.

It is easy to understand why the cloud is a popular destination:

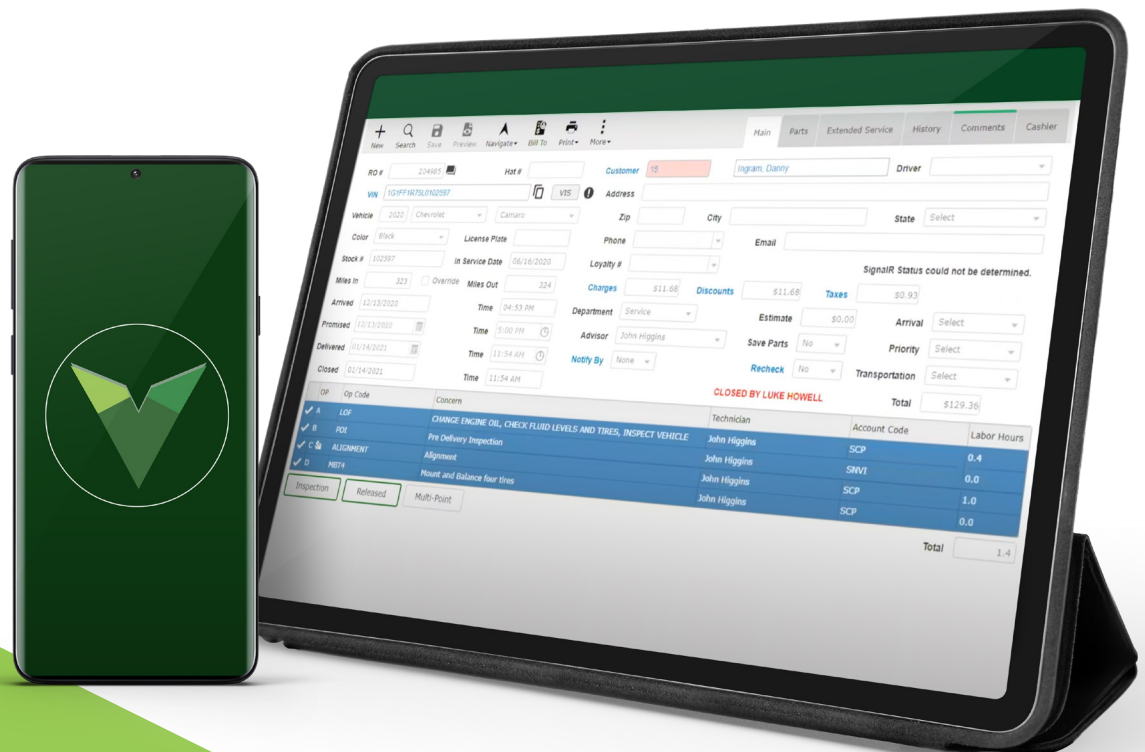
Security from cyber attacks

Flexibility to facilitate a differentiated customer experience

Efficiency that reduces friction for consumers and employees

“It's a huge benefit having everything in the cloud. I've had to pull up VUE DMS while I was out of the office a couple times. My loose papers that I used to file away are now all scanned in.”

David Lawrence,
General Manager, Premier Toyota



3 KEY BENEFITS FOR DEALERSHIPS

Security.

The cloud is considered a much safer place to store your data than on an on-premise server. The cloud is homogeneous and always runs on the same—and latest—version. As a virtual environment, the cloud provides servers as needed, making security more effective. Plus, everything in the cloud is monitored and threats can be quickly identified. Because responses are automatically made, human interaction is not needed.

Flexibility.

Customers and employees are more mobile than ever. Today, they can access your information from their phone and car, not just from their home. At each customer touchpoint, the experience must be useful, relevant and convenient. The cloud gives you a single stitched view, enabling your dealership to deliver a better customer experience.

Efficiency.

Running your infrastructure on-demand creates operational efficiencies while reducing friction between employees and customers. Five to six years ago, you had to hire data scientists to get intelligence on fraud detection. With digital transformation, you can acquire this intelligence on any data set.



Security

- Electronic Filing Cabinet
- System Updates
- Employee Permissions



Flexibility

- At Home Service Concierge
- Remote Employees
- Offsite Management
- Adaptable Technology



Efficiency

- Streamlined Communications
- Faster Adoption
- Convenient Transactions

SECURITY IS THE TOP REASON FOR MOVING TO THE CLOUD

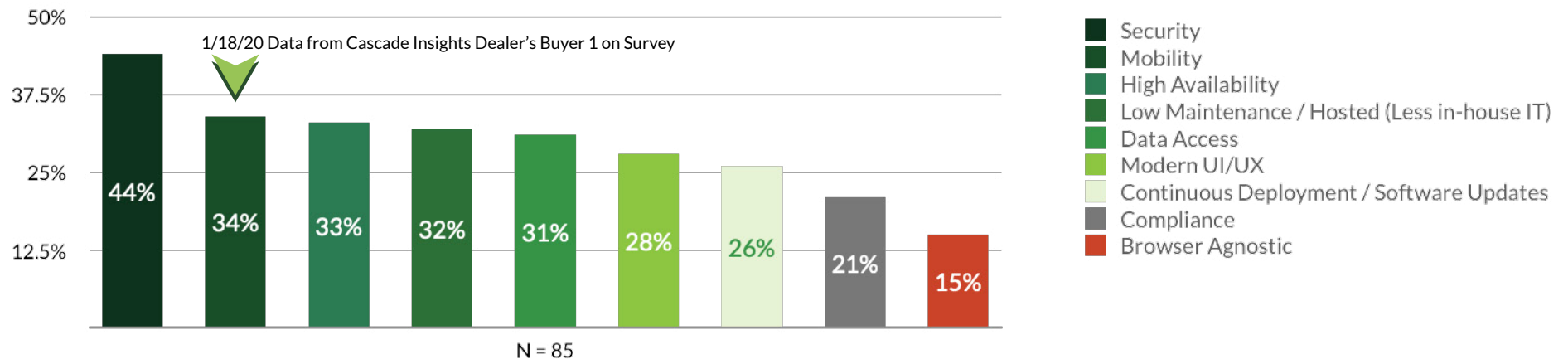
To succeed in the new world of digital retail, moving to the cloud makes sense. It provides greater security, flexibility and availability while requiring very low maintenance. According to the 2021 DMS Dealer Sentiment Survey:

89% of larger dealerships seek a DMS vendor who offers cloud solutions

44% are moving to the cloud for better security

34% are moving to the cloud for greater mobility

What features are driving your decision to move to the cloud?



BECOMING SECURE

The world of business can be a dangerous place for your company's data: cyberattacks and ransom attacks; natural disasters; and employee turnover.

The simplest way to reduce data risk is to create an electronic filing cabinet that eliminates paper documents. Your electronic system becomes your single source of truth. In the cloud, there's data redundancy and all of it is backed up.

Security patches happen automatically in the cloud, and you get access to the newest software as they are released. System development that used to take months or years can happen in weeks and be automatically implemented.

High turnover is an industry-wide problem. Customize employee access to your data via permissions. Give them access to exactly what they need. In the cloud, you can manage permissions with remote access and can immediately remove an employee from your system.

Electronic Filing Cabinet

Paperless processes
Single source of truth

System Updates

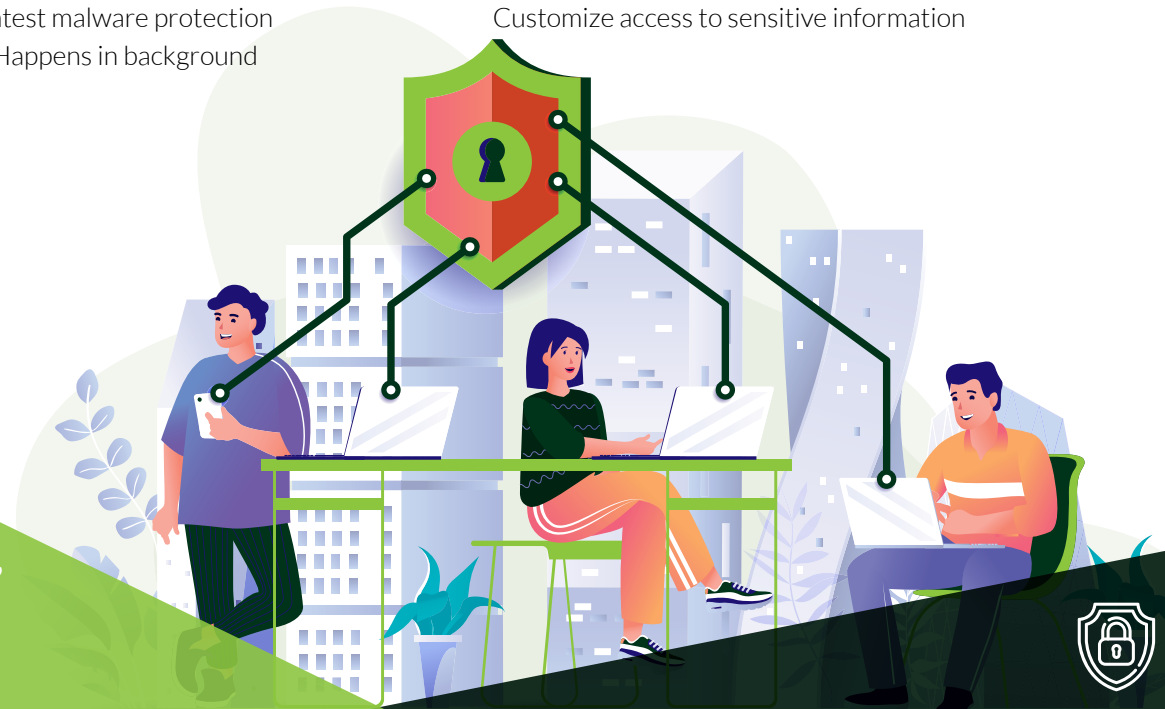
Immediate security patches
Latest malware protection
Happens in background

Employee Permissions

Remotely add/remove users
Customize access to sensitive information

“Securing our dealership's data continues to be a top priority for us. VUE DMS provides us with the mobility and peace of mind our dealership needs to run efficiently while ensuring our data is protected.”

Jerry York,
Co-owner of York's of Houlton Toyota



BECOMING FLEXIBLE

Although security enhancements happen in the background, flexibility changes affect customers and employees more directly. With the cloud, test drives can be scheduled remotely. Consumers want to do business with a dealership in the same way they remotely order coffee from Starbucks or a ride from Uber.

With data accessible via a digital platform, dealers can manage multiple locations or stores remotely, without having to travel or access data through a clunky VPN connection.

At-Home Service Concierge

Car service at the customer's convenience

Remote Employees

Telecommuting that enhance work/life balance

Offsite Management

Oversee multiple stores from anywhere

Adaptable Technology

Browser agnostic on multiple devices
Inherently secure, no VPN required

“VUE DMS being web-based is important to me. I've had COVID and was out for two weeks, which is a lot for me. So being able to work from home like I was in my office was key. We've been on vacation, and I can open up VUE to address issues, resolve it and get right back on vacation. Until you have that capability, you don't realize how important it is.”

Baxter Howell,
General Manager at Brad Howell Ford



BECOMING EFFICIENT

A key benefit of going digital is the elimination of time wasters. For instance, a service technician will no longer need to walk back and forth to a parts manager or to the service advisor to get answers. They can chat or text internally; these modes of instant communication are also favored by customers.

Another advantage of a digital platform is a lower learning curve. Because its apps are intuitive and similar to other consumer apps, it is easier to onboard less experienced employees.

Streamlined Communications

- Eliminate time wasters
- Collaborate from the workstation
- Faster response time
- More convenient buying process

Faster Adoption

- Intuitive user experience
- Low learning curve

Convenient Transactions

- Secure, virtual payments
- Provide pricing for different payment options



“VUE DMS helps us streamline our communications. Our technicians can chat or make a request to the Parts team without having to go there. It’s made for a better process.”

Wright Griffis,
Parts & Service Director at Griffis Motors

VUE DMS AND MICROSOFT AZURE

Native cloud applications avoid disruptions in service

“Cloud-native” is building and running applications completely in the cloud – no on-premise infrastructure required. With 25+ years serving dealers, VUE DMS is a dealer-focused, Microsoft-based and cloud-native solution.

Benefits of transforming to a digital platform:



Built on Microsoft Azure, which is used by 95% of Fortune 500 companies



No disruptions in service or downtime



Security updates and patching are implemented regularly and in real-time



System records and transmits data between departments, reducing the need for handwritten paper notes that can lead to security risks



Single source of truth enables better user experience and maximizes resources



Accessible whenever there's internet or hotspot



All data is backed up in the cloud



SUMMARY

Outside forces are causing disruption. Modernize your dealership through digital transformation.

Adopt cloud-native solutions

Leverage this ecosystem to enhance security, flexibility and efficiency

Eliminate friction points to deliver a better experience

“With VUE DMS, I have more firepower to get business in the door and keep them. We live in a world where people buy from people. When you get something to customers in the timeframe that they’re looking for, you’ll be their go-to person.”

Templar Arthur,
Parts Manager at Mack Grubbs Hyundai



ABOUT ARLENE CLEMENTS



Arlene Clements
Executive Director of Business Development
VUE DMS

Arlene Clements is responsible for strategic relationships including securing OEM partnerships, third-party integrations, state associations, the company's partnership with Microsoft and other strategic partners. She brings more than 20 years of experience in successful account management working with dealers and OEMs in the US and Canada. Her breadth of expertise in dealership software helps VUE clients realize the total value of using a cloud-native DMS. Previously, she served as an automotive industry consultant for public and large dealership groups. Before that, she worked for DealerSocket and Reynolds & Reynolds where she led business development, OEM and enterprise accounts, customer relationships, data services, information systems, professional services and applications.

ABOUT VUE DMS



The Dealer's Cloud-Native DMS

VUE DMS, the first cloud-native dealer management solution built on Microsoft Azure provides US-based retail automotive dealers the digital security, flexibility, and efficiency to meet today's rapidly changing market. Leveraging decades of experience serving dealerships, VUE DMS enables dealers to deliver a superior experience, reduce costs and protect their business.

Learn more at VUEDMS.com.