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SUCCESS



ONE PLATFORM, ONE PLAYBOOK FOR DEALERS

Stay customer-focused and
future-ready across sales,
service, marketing, F&I,
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How dealers can leverage multifaceted platforms to stay customer-focused and future-ready across sales, service, marketing, F&I, operations and the lot.

What does “platform partner” actually mean to a car dealer? It’s not just any “vendor” who sells bundled solutions like DMS with CRM. A true platform partner can solve for most, if not every, pain point you experience from one end of your business to the other. DMS, CRM, titling, marketing, service lane technology, inventory management, websites, consulting and all the way up to tangible consumer-facing products in the connected-car space.

Dealers live through the painful inefficiencies of siloed vendors and frankenstacks every day. A customer fills out a lead at 9:12 a.m. The sales team sees it in one place, marketing sees it in another and the BDC finds out after lunch. Meanwhile, service is answering phones, recon is waiting on approvals and someone is walking the lot aimlessly looking for the right unit. Your store is fighting its own tech stack.

That is the *real* cost of disconnected systems. Not just the monthly subscriptions and capability overlaps. The dropped handoffs, duplicate work and decisions made with partial data. The customer feels it as delays, repeated questions and mixed messages. Your team feels it as noise and disconnect.

The best operators, both big and small, are moving in the opposite direction. They are simplifying. They are using end-to-end platforms that connect the full dealership, from the first click to the last RO before they trade it in.

So, how do you prepare your dealership for an even more competitive future with even tighter margins for error?

RUN THE DEALERSHIP LIKE ONE BUSINESS, NOT FIVE DEPARTMENTS

Every department has its own targets, but the customer has one journey, and the car has one lifecycle. If your systems do

not share context, your people have to do it manually, and manual work does not scale.

A connected cloud platform, like the one Solera has built, does three things that matter in the real world.

- It creates a data lake, a single source of truth for customers, vehicles and transactions.
- It standardizes workflows so the process works even when staff changes.
- It automates the repetitive steps so your team can stay in front of the customer.

That is where enterprise-level providers earn their way into the future of the automotive industry. They can support multiple departments, multiple rooftops, multiple brands and multiple workflows without forcing you to duct tape integrations together on a busy Saturday.

START WITH THE CORE AND EVERYTHING ELSE WILL FLOW

Most dealers have a system of record already, and it is usually the DMS. When the DMS is modern, cloud-based, secure and built to share data cleanly, everything downstream gets easier.

Think about what happens when your core data is consistent.

- Accounting is not chasing deal jackets.
- Managers are not reconciling reports from three tools.
- New hires are not learning five different ways to do the same task.
- Multi-store leadership can see performance without waiting for month end.

Solera’s DMS options for franchise dealers are designed to run the daily grind without the drama. The win is not a fluffy

feature list. The win is fewer workarounds and faster decisions, resulting in greater profitability for you.

MAKE SALES FOLLOW-UP FEEL SIMPLE, NOT HEROIC

Speed and consistency win deals. Most stores know that. The problem is that speed breaks when the lead comes from one source, the notes live in another and the salesperson is guessing what the customer already saw online.

A connected sales stack closes those gaps.

- The CRM helps teams work the pipeline with clear ownership, reminders and next steps so follow-up is a process, not a personality trait.
- Websites keep your digital showroom fast, clean and trackable.
- Omnichannel marketing helps you stay in touch after the sale and bring customers back for service, trade and repeat purchase.

The best practice is simple. Put every lead, call and appointment into one workflow. Then automate the follow-up that does not require a human. Let your people handle the conversations that do.

TURN FIXED OPS INTO A CONVENIENCE ENGINE

Service is where long-term loyalty is won or lost, and it is where the phone never stops ringing. Customers do not want to call three times, sit on hold and then show up without knowing what to expect. They want the same experience they get everywhere else. Book it, confirm it, show me the status and keep me moving, rather than sitting hours in a waiting room.



A modern service experience is built on a few non-negotiables:

- Scheduling that works on mobile
- Reminders that reduce no shows
- Status updates that cut inbound calls
- Transportation options when customers cannot wait.

Solera's Service Suite brings those pieces together, including solutions that support pickup and delivery and customer transportation. The payoff is straightforward. Your advisors get time back, your bays stay loaded and customers have fewer reasons to shop the independent down the street.

MAKE F&I AND DMV PAPERWORK FEEL CLEAN AND CONSISTENT

F&I is already under pressure. Payments are at all-time highs. The affordability crisis has customers behaving cautiously. Compliance expectations are not getting lighter. The last thing you need is a process that creates friction or forces unwinding deals.

- Pull accurate deal and customer data into the workflow instead of retyping it.
- Standardize menu and documentation steps so every deal is handled the same way.

When F&I and back-office workflows are connected, the customer spends less time waiting, and the store spends less time fixing avoidable mistakes.

TREAT INVENTORY LIKE A LIVING ASSET, NOT A SPREADSHEET

Inventory is not just acquisition and pricing. It is recon time, lot organization, merchandising, test drives and risk.

When your inventory process is manual, three things happen:

- Turn-times drift upward
- Managers lose visibility on what is really sellable today
- Risk increases.

A connected platform helps you run inventory with discipline.

- Inventory+ supports smarter pricing and aging strategy so you can spot risk early and move units before they become expensive.
- Connected car and lot solutions, including LoJack, help you keep track of vehicles, protect assets, build stronger communities and reduce the chaos of daily lot activity.

The best practice is to treat every VIN as a tracked asset from the moment it lands, through recon, through sale and into ownership. That is how you protect margin and protect the customer experience at the same time.

THE ENTERPRISE PLATFORM ADVANTAGE IS NOT JUST SOFTWARE

Most dealers do not want more vendors. They want fewer. They want systems that work together, updates that do not break integrations and support teams that understand dealership life.

That is what an enterprise-level partnership is supposed to deliver.

- One roadmap instead of conflicting product roadmaps.
- One set of data standards instead of custom exports.
- One security posture instead of five different risk profiles.
- One place to go when something breaks.

When your tech stack is unified, your managers spend less time managing tools and more time coaching people.

None of this is about chasing shiny objects and noise. It is about earning back time, reducing friction and making it easier for customers to do business with you.

Dealers win when they spend more time with customers and less time pushing paper, hunting down information and translating between systems. A connected-cloud platform gives you that leverage across the whole dealership, from sales to service to the lot.

When the platform is unified, your people can focus on what they do best. Serve customers, move metal and build loyalty that shows up on the P&L. ■

EARL BROWN
Director of Marketing
Solera | Dealer Solutions
Solera.com





BEST OF THE BEST NADA 2026

THANK YOU!

AutoSuccess would like to thank all of the NADA attendees who visited and gained knowledge from our Best of the Best NADA 2026 companies. We salute these companies that rise above and beyond to help grow your business and give your dealership an advantage in 2026.

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