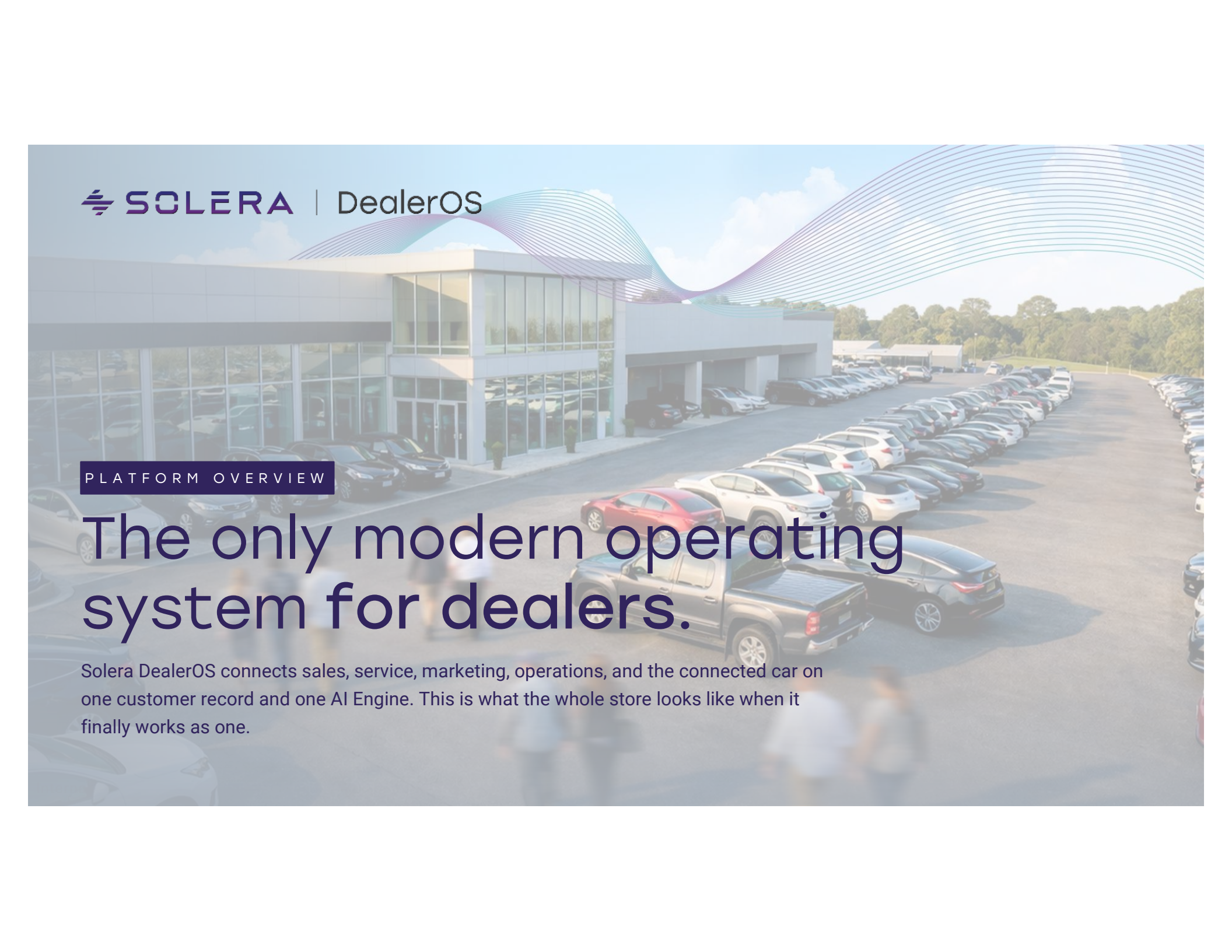


The background of the slide is a photograph of a modern car dealership. The building has large glass windows and a white facade. In front of the building is a large parking lot filled with many cars, mostly silver and white. The sky is blue with some clouds. Overlaid on the top right of the image are several thin, curved lines in shades of blue and purple, creating a sense of motion or data flow.

 **SOLERA** | DealerOS

PLATFORM OVERVIEW

The only modern operating system for dealers.

Solera DealerOS connects sales, service, marketing, operations, and the connected car on one customer record and one AI Engine. This is what the whole store looks like when it finally works as one.



THE VENDOR STACK YOU INHERITED

It was never designed. It accumulated.

Every department solved its own problem with its own vendor, one contract at a time, chosen by different people for different reasons. None of those systems were built to agree with each other, and now the store runs on the gaps between them.

20+

systems in use at the average franchise store

110+

distinct software tools identified across the industry

Source: CADA Dealer Technology Study, 2025



THE COST OF THE GAPS

The Frankenstack charges a tax every day you run it.

Time, leads, risk, and margin. None of it shows up on one invoice, so none of it gets managed.

TIME TAX

32 days

Per employee, per year, lost to switching between disconnected platforms. Up to four hours every week.

Keyloop, 2026

LEAD TAX

81%

Of U.S. dealerships lose customer conversations or leads because CRM, chat, and inventory systems fail to communicate.

Digital Dealer, 2025

RISK TAX

\$1.02B

In direct losses to franchised dealers when one DMS provider went dark for three weeks in June 2024.

Anderson Economic Group, 2024

MARGIN TAX

94%

Of dealers operate with significant inefficiencies, driven by poor system integration and operational friction.

Keyloop, 2026

THE PAIN

This is not a tool problem. It is an operating model problem.

Seven quiet ways the current stack taxes the enterprise every day. Together, they are one compounding pain.

01

Vendor jungle

40+ discrete vendors. Each with its own login, dashboard, data model, and renewal.

02

Solution overlap

Equity mining overlapping CRM. Scheduling overlapping DMS. Reporting overlapping reporting.

03

Time tax

~90 minutes per employee, per day, lost to tab switching, relogins, and reconciliation.

04

Broken CX

A customer known in service is a stranger in sales. Handoffs fail at every stage boundary.

05

Wasted spend

Duplicate seats, duplicate feeds, unattributed marketing dollars, auto-renewed bloat.

06

Login fatigue

8 to 12 systems per employee, per day. Password resets as a full-time IT job.

07

No group visibility

The COO asks the CFO who asks the controllers who ask the GMs. "How are we doing?" takes weeks.



Compounding cost

Vendor sprawl creates the time tax. The tax degrades CX. Broken CX wastes spend. Wasted spend funds more vendors.





THE CUSTOMER TAX

Your customer feels every seam.

The customer your service advisor knows by name walks into your showroom as a stranger. The trade discussed in the lane never reaches the desk. Every gap between your systems becomes a gap the customer has to carry themselves.

63%

of buyers say the ideal experience combines online and in-person steps

7%

buy completely online. The rest live in your handoffs.

Source: [Car Buyer Journey Study, 2026](#)

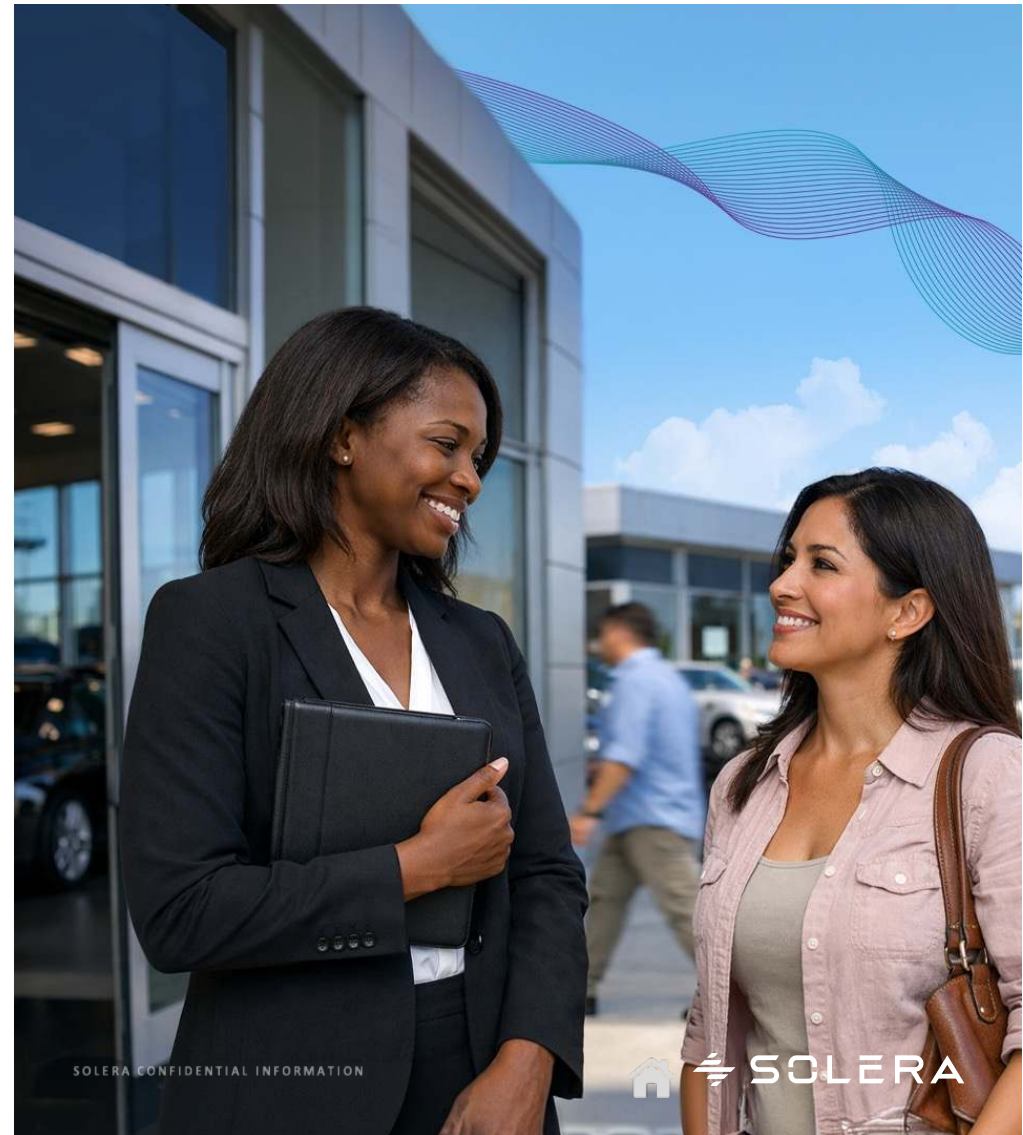
THE DIRECT-TO-CONSUMER THREAT

Direct-to-consumer players are not winning on price. They are winning on being shorter. Every seam in your process is the gap they market into.

Dealers **thrive** here.™

Internal

04



SOLERA CONFIDENTIAL INFORMATION

 SOLERA



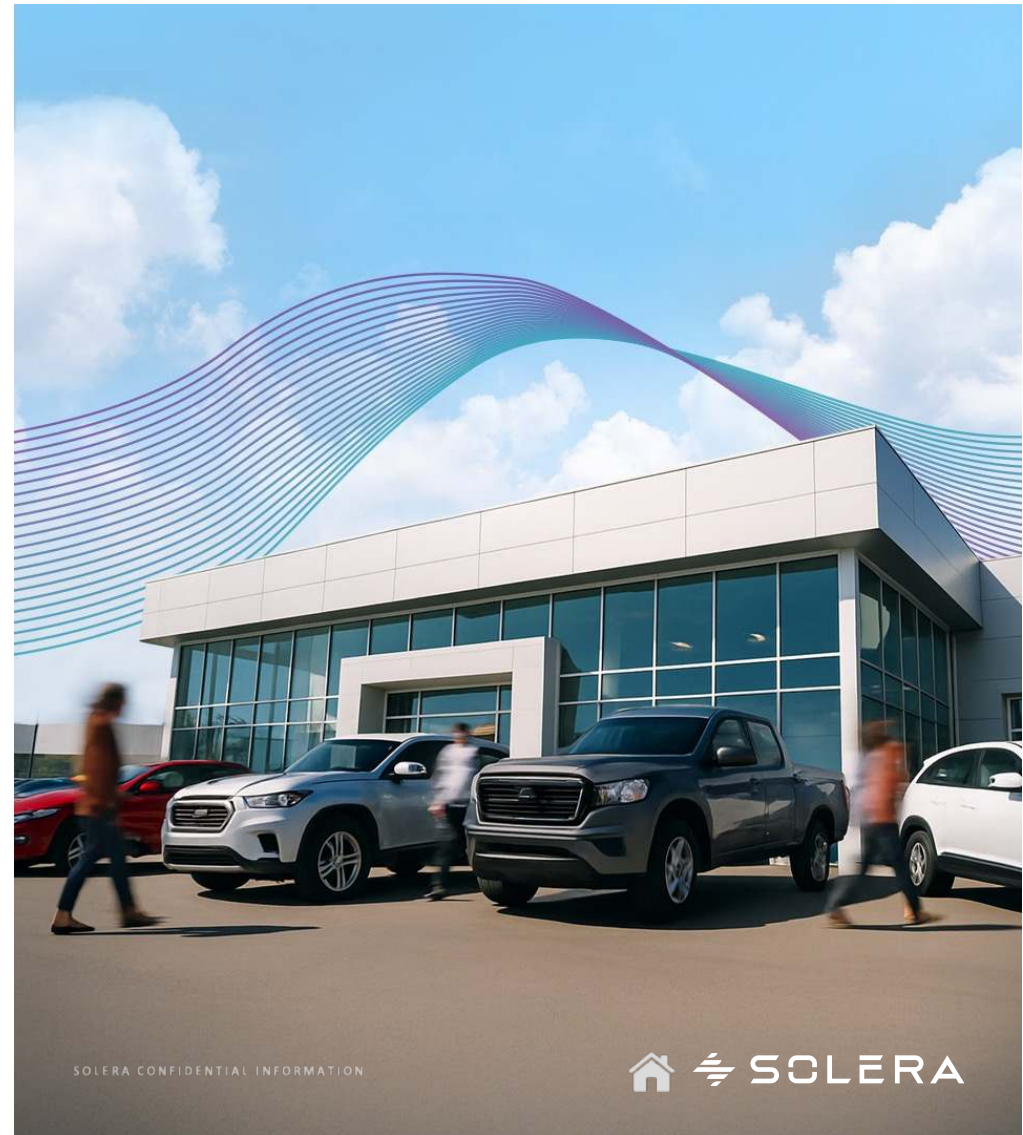
THE TRAP

A software stack adds tools. An operating system compounds value.

Another vendor is on the list, and the information to maintain, another report that does not match. Intelligence layered onto fragmentation only scales the inefficiency.

Dealers **thrive** here.™

Internal





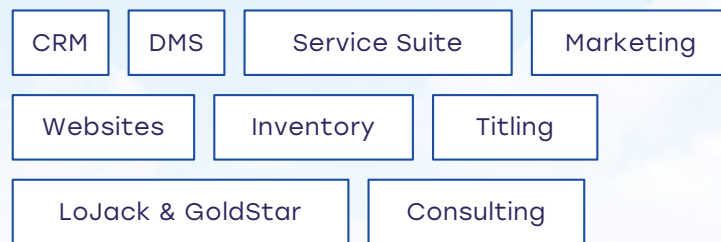
Dealers **thrive** here.™

INTRODUCING SOLERA DEALEROS

One platform for the whole store.

Every module of Solera DealerOS reads from and writes to the same customer and vehicle record. The Solera AI Engine learns from all of it. Start with one module and add the next without a new vendor, a new login, or a re-implementation.

Unlock the true promise of a CDP, powered by AI Engine



Powered by:



SCLERA | DealerOS

One dealership. One operating system.

From fragmented systems to shared data, connected workflows and coordinated action.



One record. One AI Engine. Every department connected.

WHAT MAKES IT AN OPERATING SYSTEM

At the center: one customer record and one AI engine.

The **Customer Data Platform** holds the record. The **Solera AI Engine** works it. Both sit underneath every module, so the intelligence shows up inside the tools your team already uses.

CONNECT

One customer and vehicle record across sales, service, marketing, F&I, and the lot. Every module reads from it and writes back to it, so nobody re-keys and nothing goes missing between departments.

ORCHESTRATE

Signals route to the right person inside the tools they already use. The web lead reaches the BDC, the equity position reaches the desk, the recall reaches the service lane, without a swivel chair.

IMPROVE

Every activation adds a lifecycle signal the engine learns from. The intelligence in each module sharpens the longer you run the platform, and the more of the store you run on it.

Customer Data Platform + Solera AI Engine

A bolt-on tool cannot get smarter, because it has nothing to learn from.

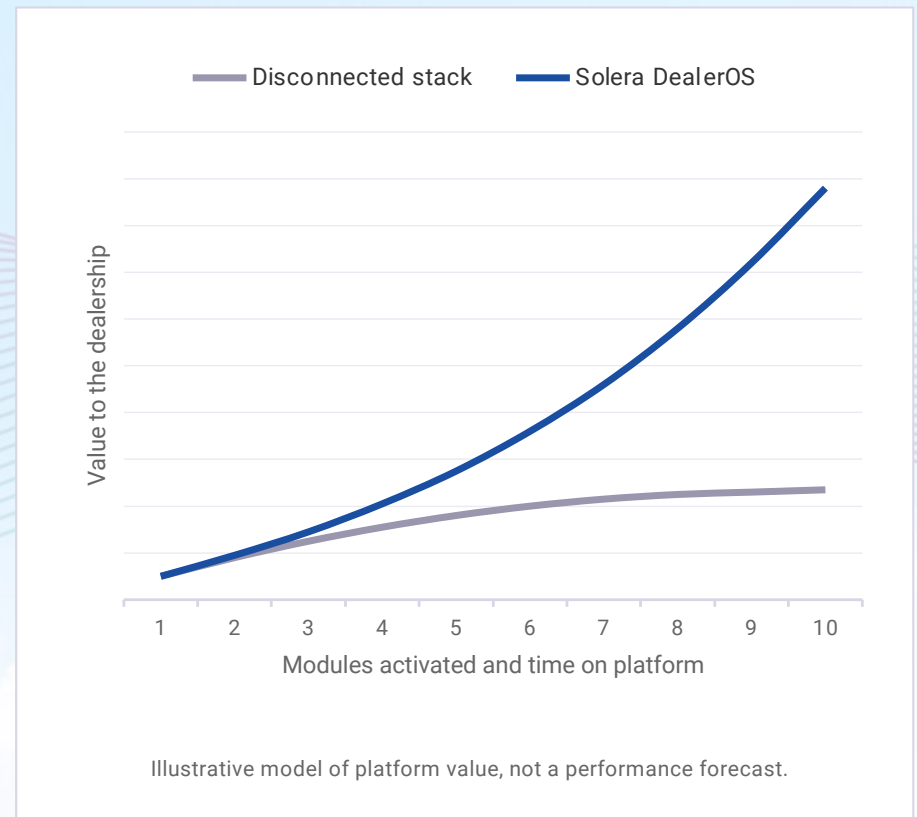


COMPOUNDING VALUE

Why the tenth module is worth more than the first.

A standalone tool delivers the same value on day one thousand as it did on day one. On DealerOS, every module you activate adds signal to the same record, and the engine learns from every one of them.

- **More modules, more signal.** Each activation writes to the record the others already use.
- **More time, sharper engine.** The platform you run next quarter is worth more than the one you run today.
- **More rooftops, same platform.** Add a store without re-implementing the stack.



THE WHOLE LIFECYCLE ON ONE RECORD

One customer. One record. Start to finish.

The same customer and vehicle record moves through every department, so each handoff arrives with the history attached.



Acquire

Marketing · Websites · CRM

The shopper arrives already known.



Sell

CRM · Inventory · DMS

The desk sees the whole history.



Fund

Titling · DMS

Paperwork moves without re-keying.



Deliver

LoJack · DMS

The vehicle leaves protected and connected.



Retain

Service Suite · Marketing · CRM

The service lane keeps the relationship.

Consulting and Professional Services run through every stage as the execution layer.

Internal



THREE WAYS IN

Start where it hurts most. Add the rest as you go.



SALES LED

Start with CRM and Marketing on one record.

Add DMS and Inventory when the desk is ready for them.



FIXED OPS LED

Start with Service Suite in the lane.

Add Marketing retention programs and CRM to keep the relationship.



OPERATIONS LED

Start with DMS and Titling as the spine.

Add CRM and Inventory on the same record, no re-implementation.

No new vendor. No new login. No re-implementation. Every module you add lands on the record you already run.



Dealers **thrive** here.™

Run the whole store on Solera DealerOS.

Start with the module that hurts most. Every one you add after it lands on the same customer record and the same AI Engine, and the platform gets more valuable the longer you run your business on it.

dealer.solera.com

SALES | SERVICE | MARKETING | OPERATIONS | CONNECTED CAR

Internal

 **SOLERA**
Dealer Ecosystem

- ↑ Sales
- Service & Parts
- ← Finance
- ↓ Back Office