MIX helps Third Party Auto Tech Companies Succeed

Motive Retail

"Every DMS has its own API and specifications, and any time you're connecting two systems, inevitably, things happen."
Adam Resnick, President, MenuMetric.

DMS Integration is a must for most third party auto tech companies. Yet building and maintaining Integrations to all the DMS necessary to reach the full market can deplete IT resources and introduce multiple points of failure - ultimately putting customer satisfaction at risk.

"Implementing an integration well comes down to the maturity of the integration platform and process," says Senior Engineer of Traffic Control CRM, Daniel Strickland, who has worked with Motive Retail's integration solutions for more than three years. "Each DMS API specification has unique caveats. With integrations prior to MIX, we've literally had to get on calls and go through a handheld process to determine how everything works." With more than a dozen major DMS in the North American market, third party auto tech companies (3Ps) can't afford to keep integrating to proprietary systems.

Everything starts with data from the DMS - a gold source ultimately for how well the dealership runs. Getting the data to flow and update in real time, accurately, is critical for the various business process flows across sales, service and back-end functions of the dealership. Time is money, and dealership staff don't have time to enter deals or customer information in multiple systems. Integration is key.

Motive has made integration plug and play."
David Jenurm, co-founder of Traffic Control CRM

MENUMETRIC

MenuMetric couples excellent service with a robust presentation and metric solution to the menus department to help dealerships manage and streamline their business.

"Our customers deserve great service ASAP. We can rely on our partnership with Motive to deliver the support and data our customers expect."
Adam Resnick, President.

TRAFFIC CONTROL CRM · ILM · EAM
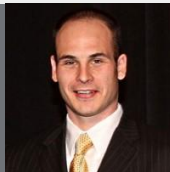
Traffic Control offers a CRM that allows dealers to take control of their dealership, increasing efficiency, simplifying business processes, and reducing compliance risk.

"Motive has hit a sweet spot in terms of hands-off integration coupled with a great team to get it across the finish line."
Daniel Strickland, Sr Engineer

DDI Technology
an IAA company

DDI handles the auto title process "from cradle to grave," finding its niche in delivering high customer service and a simplified user interface to simplify and streamline title and registration workflows.

"The timing of MIX was perfect. We had the DMS on our roadmap, but we hadn't been able to get to the integrations. MIX allowed us to pick up new stores."
Todd Phillips, Director of Sales

SEFI StoneEagle F&I

Stone Eagle F&I helps dealers get insight into how their stores are performing with their analytics platform, and helps drive customer engagement with their point of sale (PoS) flexible menu tool.

"MIX helps us bring on more DMS at a faster clip, and allows us to focus our resources on the right things."

Buddy Rosenberg, VP, Product Innovation

Let the experts handle integration, so you can focus on YOU

"It's nice to have a partner who specializes in integration. We can be experts at our thing, and anyone we can partner with that can help us deliver our value prop - that's a great relationship." -Adam Resnick.

Todd Phillips agrees. "Being able to bring many into one API connection has really simplified life for developers."

"It's remarkable that since we joined MIX, my dev staff, for the first time in several years, has had time to work on other internal projects." David Jenurm, Traffic Control CRM

Simplified, better APIs

"Any time there is all sorts of car and dealership data, any API will have complexity to it," recognizes Daniel Strickland, "But the direction that [MIX] has taken has certainly lowered the complexity significantly. JSON is so much easier. It's lightweight and has a lot less reliance on a fixed (XML) format."

MIX presents a common unified model that seeks to standardize the otherwise unique business objects defined by proprietary API definitions. Subscribing APIs write to one solution, and benefit from access to multiple, unique back end systems.

"The common model cuts our development time by 66%." reports Daniel. "If we onboard another DMS, we can essentially run on that code tomorrow."

Todd Phillips points out that the common model has helped DDI identify where they were not getting information from previous APIs and has actually made data exchange more thorough.

Adam Resnick adds, "The API is written better, cleaner. It's not just a bunch of code slapped on each time a new requirement arises."

Further, In production, "having a single point of contact is huge. I wish I had this solution years ago."

Consolidating integrations helps 3Ps scale, and the dealer, succeed.

"Being able to offer as many DMS as we can, and being able to consolidate DMS services into one simplified solution has helped us expand." Said Todd Phillips of DDI Technology. He adds: "with MIX integrations, being able to seamless transfer dealers who switch DMS is no longer a problem."

"As we look to expand into more industries, MIX's standardized integration approach will help, with less effort on our side," observes Buddy Rosenberg of Stone Eagle F&I.

By enabling more DMS integrations with a single API implementation, third parties can have more conversations with potential new customers without having to worry about which DMS the store uses now, or may switch to in the future.

66%
Reduction in integration time

100%
Ready for more integration

"Motive has done everything that they said they were going to do."
Adam Resnick, MenuMetric.
"That's very refreshing. Many businesses tend to oversell and underdeliver. That's not the case with Motive Retail."

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