



Model of Excellence

DealerTrack Aftermarket Network

Company:

Business Model:

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Mixed Models:
Process Integration

Business Model

The **Mixed Models: Process Integration** business model describes business process integration products where database content is essential to the product, but the complete product offers substantial value and utility beyond the content itself. Such products usually integrate into a specific business process, typically through software applications, and bring automation to a task that was previously handled manually. The payoff for users is improved speed, productivity and precision.

Overview

The DealerTrack Aftermarket Network is a true network, providing a single, seamless front-end to hundreds of automotive aftermarket and financial products providers. An auto dealer enters customer information just once, and with a few clicks can get real-time pricing and terms from selected suppliers, and can then order online.

The benefits of the DealerTrack Aftermarket Network are significant: bulky and often outdated product manuals and pricing books are eliminated. Customer information is input only once, streamlining the sales process. The online system steps the dealer through all required customer disclosure requirements, minimizing potential liability. Application and contract processing is not only streamlined, it is made substantially more accurate, reducing application rejections and the need to have customers fill out replacement paperwork. All this works to make the sales process smoother and more efficient, improving customer satisfaction as a result.

The Aftermarket Network is further integrated into the core DealerTrack software platform which provides automobile dealers with the same benefits in the area of automobile financing.

By making price, availability and product configuration data available online and through a consistent and seamless interface that reduces application time and data entry errors, the DealerTrack Aftermarket Network represents a strong and enviable example of the power and potential of data-driven business process integration.

