



Why Integralink SMART?

Dealership management system (DMS) providers such as ADP, Reynolds & Reynolds, and others are upgrading their clients' systems. This process involves eliminating modems, both for the DMS provider and for third parties such as Integralink. When a dealership signs up for service reminder applications, websites to advertise vehicle inventory, or manufacturer-sponsored sales and marketing applications, third parties such as Integralink are granted access to the dealership management system.

In the past, modems provided this access. Now other methods are needed. Our SMART (Secure Managed Automotive Real-Time) technology creates a private encrypted connection between your DMS and our data center. Besides improved security, SMART speeds data collection. Even if modems weren't being removed, SMART would be an improvement over the old methods because it gives the dealership additional control over access to the DMS. Dealers can also turn off SMART access at any time.

Reynolds removes dealerships modems ^{3/31/08}

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Despite chatter to the contrary, Reynolds and Reynolds Co. continues to remove dial-up modems from dealerships that use its ERA dealer management system.

In recent months, some competitors have questioned whether Reynolds was backing off its controversial policy of removing the modems.

The modems, once used by Reynolds to maintain its ERA software, are now used by third-party vendors to access the dealership's system to extract data, usually with the dealer's permission.

Reynolds spokesman Thomas Schwartz says there are no policy changes or delays. Removing the modems will take 12 to 18 months, he says. "We have been notifying dealers of that and working with dealers when there's a third party involved," Schwartz says.

When Reynolds discovers a third-party vendor using its modem, it invites the outside company to become certified to access Reynolds' systems — a lengthy, costly process.

Early this year, Reynolds stopped using the modems to update its software in dealerships. It now uses a secure Internet connection.

"I don't know whether it's going slower than others think it ought to," Schwartz says. "It does take time. It takes some resources, and you want to deal with each dealership. So you do it in a way that makes sense for their business." **AN**

Are Modems Really Being Removed?

Some would like you to think that they are not, but the trend is clear: An article in *Automotive News* states without question that Reynolds intends to eliminate modems from all dealerships.

Now is the time to work with third parties such as Integralink to institute faster and more secure data collection procedures that no longer rely on modems. Those dealers who have alternate procedures in place when the DMS provider eliminates the dial-up modem won't have to worry about service interruptions.

That's why Integralink SMART is the wise choice now and in the future.

For more information, see www.integralink.com/smart.html.

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