

The Business behind The worlds biggest Automotive brands.



Who We Are.

Established in 2002, Authenticom Group of Companies is a leading provider of Dealer Management System (DMS) integration and data enhancement solutions for the Automotive Industry.

We offer solutions that allow you to manage your business, be a stronger business partner, and support specific business strategies.


AUTHENTICOM

Steve Cottrell
CEO

Jason Tryfon
President

Dane Brown
General Counsel

Roxane Herricks
VP Human Resources

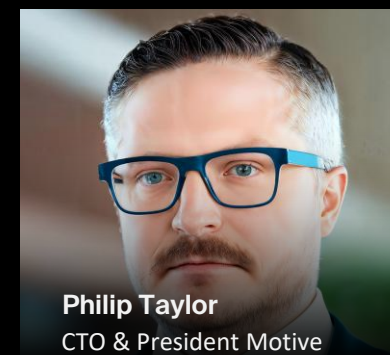
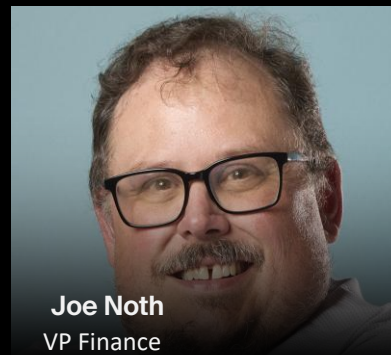
Philip Taylor
CTO & President
Motive

Joe Noth
VP Finance

Drew Williams
Creative Director



Who we are.



Industry Coverage

In Business since 2008 exclusive focus on delivering seamless connectivity to accelerate the digital transformation of automotive retail. Exposure to numerous OEMs and Dealership Service Provider systems and solutions.

16

OEMs



300+

Dealer Facilitation Activation-Deactivation requests per month. Secure & Compliant with all industry standard protocol.



345

DSPs

2K+

Monthly Users across all systems



1,760+

Integrations Enabled



6 Trillion

Data Records Delivered Annually

Market Share

10,721

Dealers

58

Countries

Canadian/
French
support



40+

DMS Types

60+

IMS Types



Facilitated more automotive retail integrations across OEMs and DSPs than anyone else in the industry

97%

Customer Retention

Neutral Partner
No competitive position with industry participants we are a trusted entity in this space.

World-Class Support
Automotive Retail Integration is our CORE business and our SOLE FOCUS

AWS
Infrastructure with Fault Tolerant Environments

SOC

Compliant and security



Trusted by

Leading Partners Trust in Authenticom Group of Companies.

OEM



Mercedes-Benz



PORSCHE



JAGUAR



LAND ROVER



DAIMLER
TRUCK



Audi

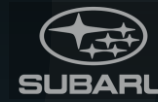


BRP



NISSAN

STELLANTIS



SUBARU

VOLVO
Construction Equipment

Worlds most trusted Auto Vendors



CarGurus®

Affinitiv

AutoFi



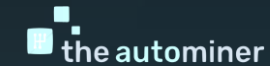
TEXT2DRIVE

automotiveMastermind

CarNow



DEALER INSPIRE



TECUBI



COX
AUTOMOTIVE

TeamVelocity

vAuto
LIVE MARKET VIEW

RAPIDRECON

VinSolutions

World's Largest Automotive Groups



DealerVault Vision

Streamlining the delivery of data from dealerships to their chosen vendor partners.

Control. Visibility. Simplicity.



Presence

Quick Facts:

2012

Launched

10,000+

Dealerships including leading dealership groups

Cloud Based

leveraging a strategic alliance with Microsoft

DealerVault empowers dealerships to easily take control of the distribution of their DMS data in a secure manner compliant with NADA guidelines and large DMS company recommendations.



DealerVault Solution

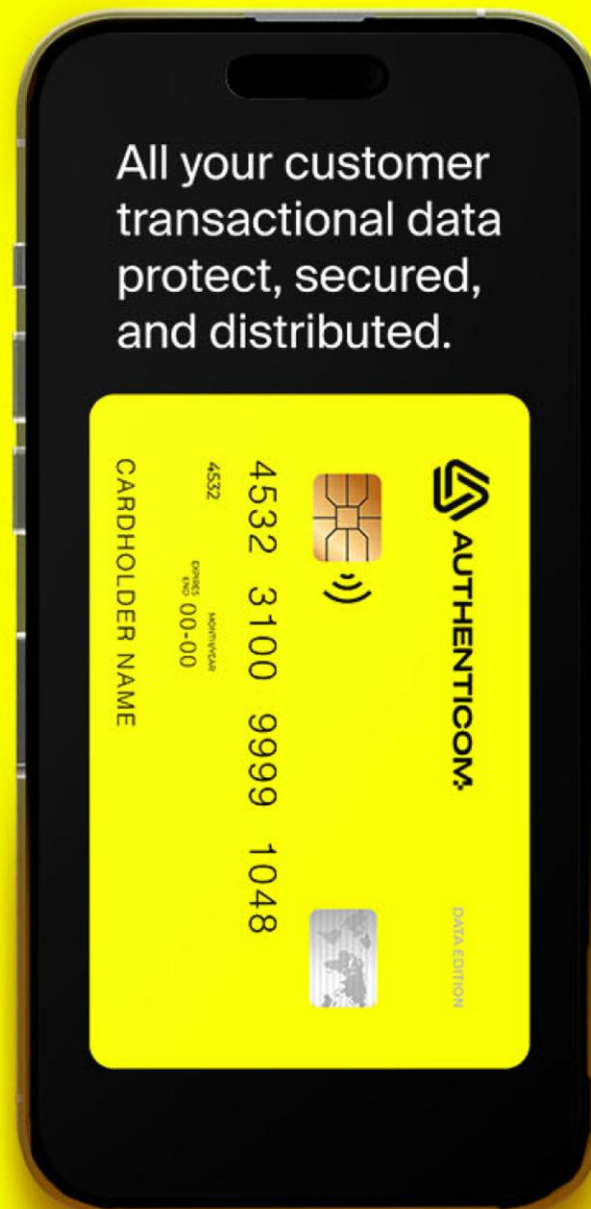
Allows vendors to receive cleansed, standardized and fresh data

Frees the dealer from restrictions OEMs & DMS providers have placed on dealers for years

Fuels industry innovation tools, provides dealer control of their DMS data, cost & access

Integration with over 90% of DMS systems at NO CHARGE!

Industry leading protection – indemnity & cyber liability insurance



Pricing

FREE!

We believe you should send
your data to whomever, whenever
and on your terms...

= NO CHARGE!

Save More With Authenticom.

Choose a plan and get onboard in 24
hours. Then experience the flexibility
of managing your data.



All-in Pass

What You'll Get

- ✓ Access Dealer Interface
- ✓ Unlimited Feed Connections
- ✓ 90-Day Vendor Feed Reporting
- ✓ Easy Onboarding Process

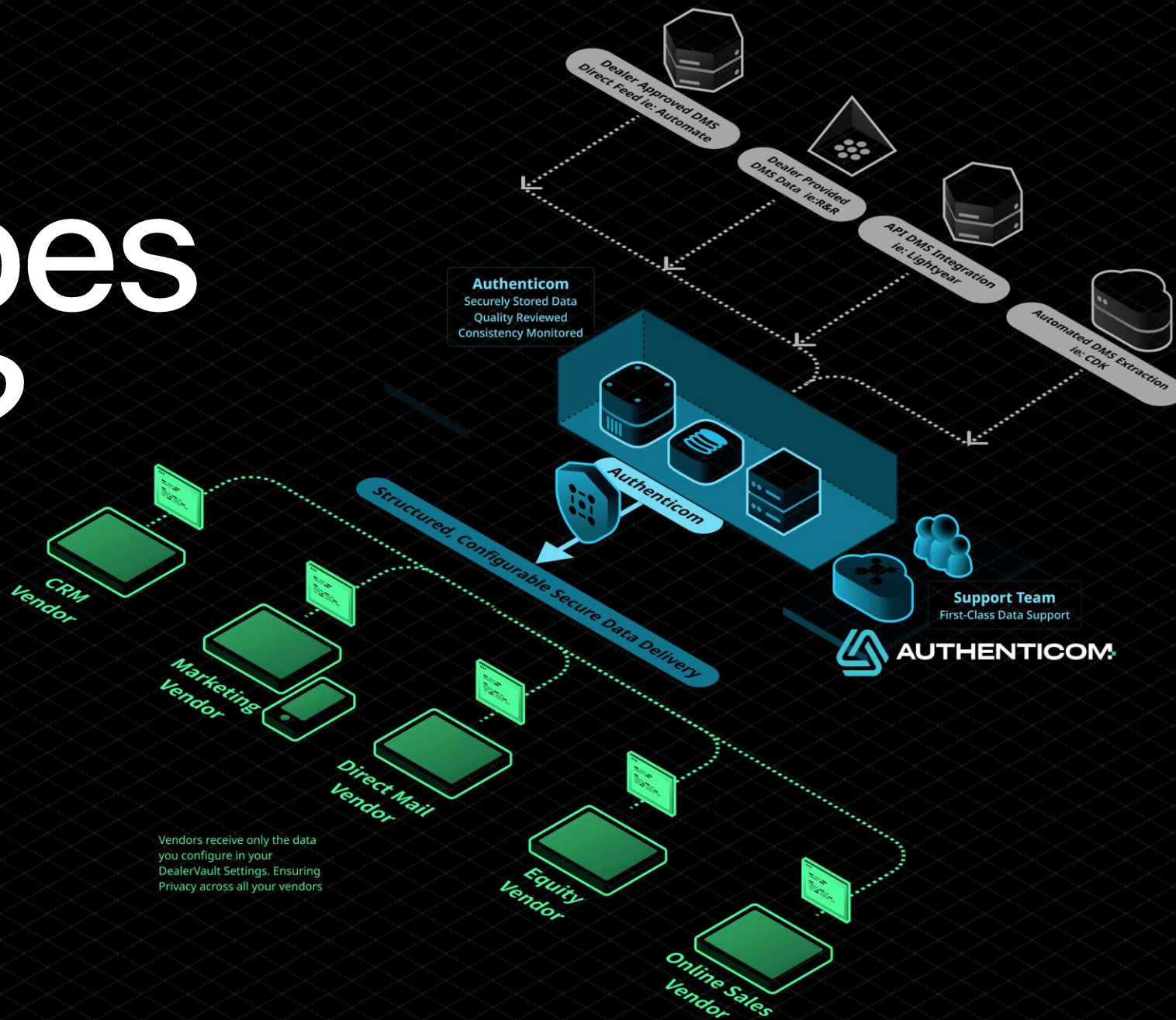
FREE /Every Day

[Get Started!](#)



How does It work?

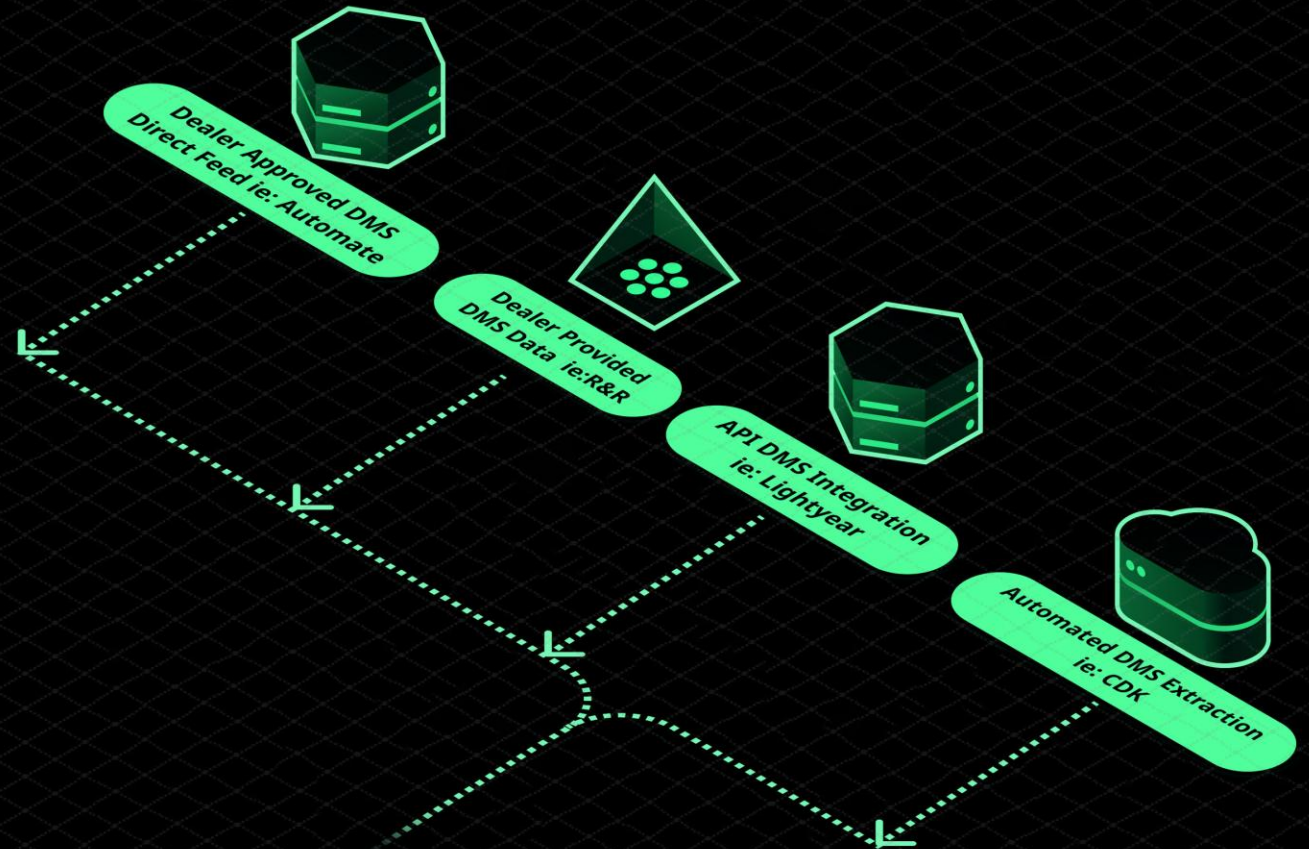
1 integration source
needed for all your
vendor partners!



CONNECTING DMS.

Once a dealer is setup on DealerVault, we have various integration methods directly with the dealers DMS.

- API
- SFTP
- Dealer push



Authenticom.

DealerVault will ingest the dealer's data and run through various processes:

Quality Control

- Each data file we receive runs through 2 sets of Quality Control by our SMEs in house

Standardization across all DMSs

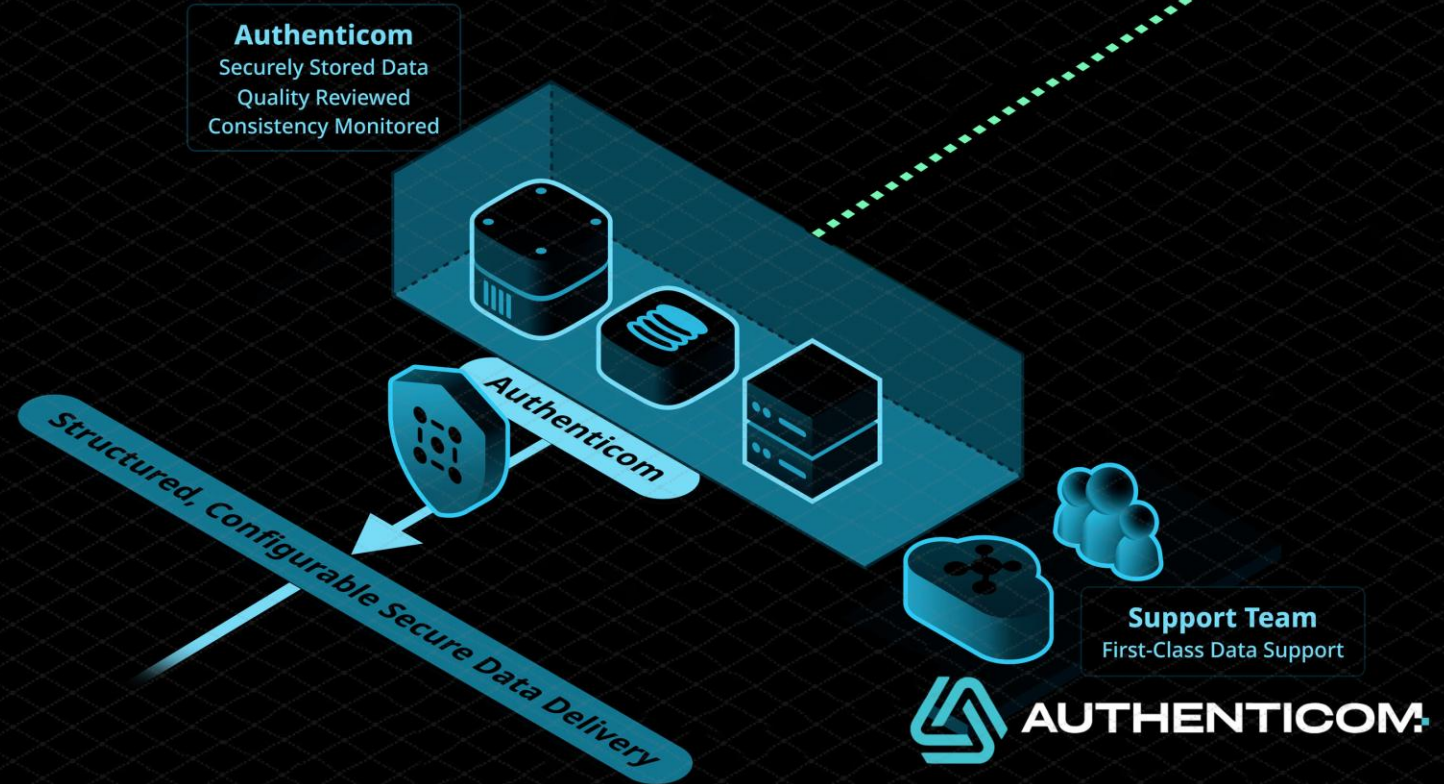
- Regardless of DMS, we normalize data to allow for one consistent data feed.

VinExplosion

- Takes VIN and decodes with accurate and consistent year, make, model, and trim.

CASS

- Standardizes addresses into USPS format, adds 5-digit ZIP, ZIP + 4 codes, delivery point codes, and carrier route codes.

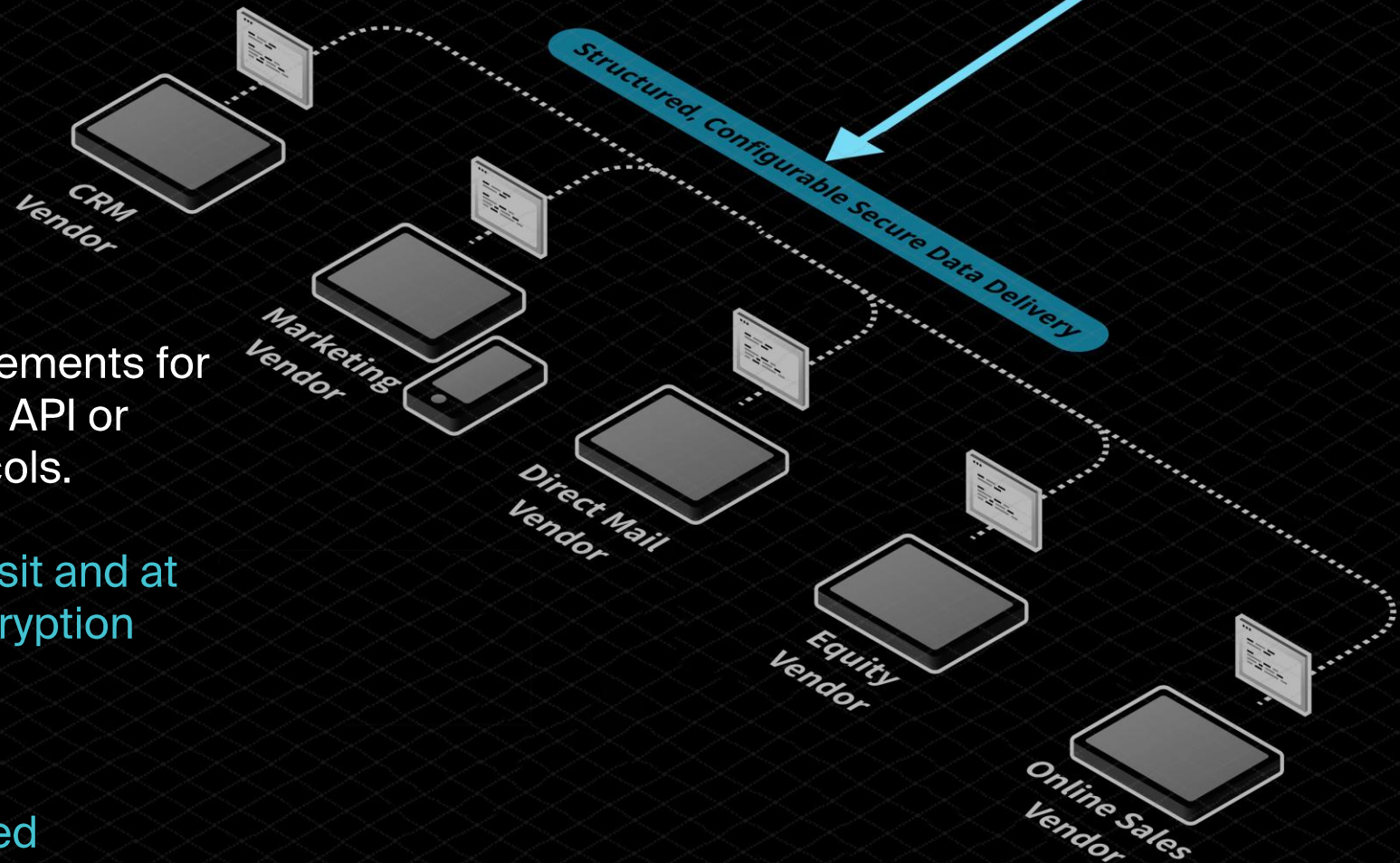


REQUESTION TO APPROVED

Vendors.

Each unique vendor has different requirements for data, which we allow them to access via API or SFTP following industry standard protocols.

- Fully encrypted data files both in transit and at rest using the minimum AES-128 encryption standard.
- Data is formatted to fit unique needs
- Customized Data Formulas
- Filtering & File Structures standardized
- Data Hygiene available



DMS/IMS Integrations

DATA CONNECTIONS

DMS Type		Inventory Type		
Reynolds & Reynolds	Genesys_Saleslifter	4 Dealership	CarThink	MotorCar Marketing
CDK (Drive)	Grapevine	Advanced Auto Dealers	Car-Ware	MotorLot
Advent	MPK	Area Cars - EZ Car Pack	Chroma Cars	Oasis Auto Complete
DealerTrack DMS / Arkona	PearTree	AutoAction	ComSoft (Money Maker)	PRCO Power
Automate	Procede	Auction123	DealerCenter	Profit Monster
AutoSoft	Promax	Autoclick	DCS Online	Promax Online
PBS	ProResponse	AutoDealer Pro	Dealer Car Search	Skywerks
Quorum	Supreme Software	AutoLotManager	Dealer Plate	Smartlot Solutions
UCS	Surefire Solutions	AutoMaster	Dealer Solutions	Southfire
Dealerbuilt	Systems 2000 (SYS2K) (AKA Motility)	AutoSearch Technologies	Dealer Specialties (Dominion)	vAuto
ACS	Zeus Concepts	AutoCorner	Dealer Tracker (Supreme Software)	VinSolutions
DIS	SelectQu	Autofunds	DealerTrend	
Serti Information	Oasis	AutoLogic	DealerWebsites	Powersports
ACSI - Affordable Computer Systems	CDK Dash Web Alliance (USA only)	Genesys_Saleslifter	Digital Dashboard_Dealer Dynamics	Lightspeed
CDK Lightspeed (EVO version)	Finance Express	AutoRevo	eBizAutos	ProResponse
Auto Matrix	Topline	AutoUpLink	Fusion Zone	Frazer
AutoManager/DeskManager	ADAM Systems	AutoXplorer	eCarList	Talon
Autosoftnet.com	Dubuque Data Systems (DDS)	Boost Logics	Finance Express	System 2K
DPC Systems	Tekion	Carlot Manager	FirstLook	Motility
Frazer		Car Pro (Direct Link)	iDMS	IDS
		CarBase	IDS	MPK
		CarFiles	Lot Pro	DealerTrack
		Homenet	Lot Wizard_Friday Systems	AutoMate
		Carsforsale.com	Micro 21	AutoSoft
				Wayne Reaves
				Webmanager

Features

Quick Feed Activation

Automated order process can turn feeds on in minutes

Custom Delivery

Configurable delivery settings and SFTP or API integrations available

Auditing and Reporting

Control

Manage data feeds down to field level

Easy Onboarding

Upfront information on setup requirements

Transparency

View delivery reports

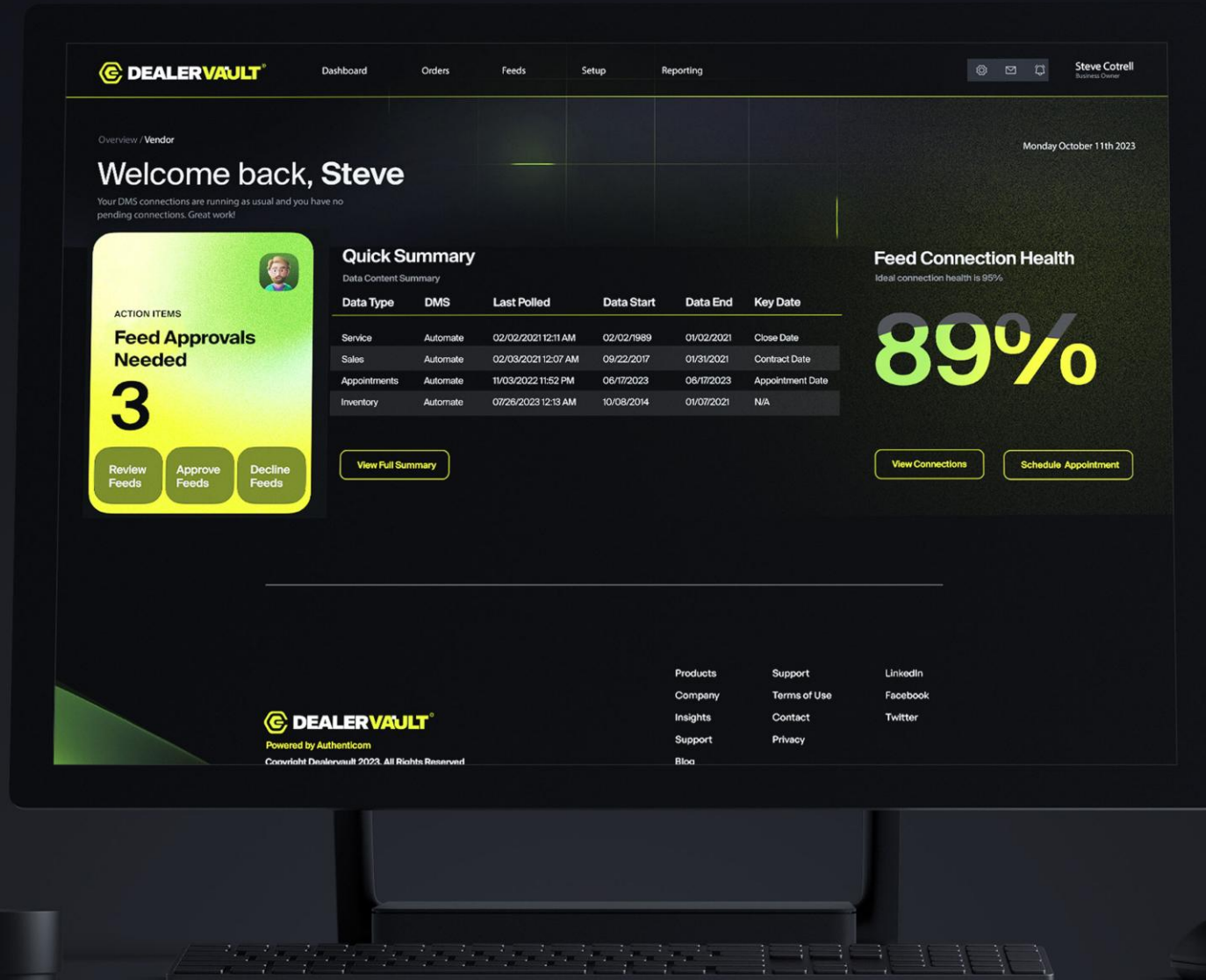
Test Vendor 12 Inventory Feed Details

Fields: Fields, Fields, Fields, Fields

Field is not mapped for Brexigen Chevrolet Cadillac

Vehicle	Year	Make	Model	Year	Make	Model	Year	Make	Model
Year	Interior Color Code	Accessory Code	Year	Interior Color Code	Accessory Code	Year	Interior Color Code	Accessory Code	Year
Model Number	Trim	Accessory Description	Model Number	Trim	Accessory Description	Model Number	Trim	Accessory Description	Model Number
Exterior Color	Transmission	Accessory Cost	Exterior Color	Transmission	Accessory Cost	Exterior Color	Transmission	Accessory Cost	Exterior Color
Stock Number	Cylinder	Accessory Retail	Stock Number	Cylinder	Accessory Retail	Stock Number	Cylinder	Accessory Retail	Stock Number
Vehicle Type	Weight	Accessory Invoice	Vehicle Type	Weight	Accessory Invoice	Vehicle Type	Weight	Accessory Invoice	Vehicle Type
Vehicle Status	Description	Package Code	Vehicle Status	Description	Package Code	Vehicle Status	Description	Package Code	Vehicle Status
Inventory Date	Vehicle Style	Location	Inventory Date	Vehicle Style	Location	Inventory Date	Vehicle Style	Location	Inventory Date
Purchase Date	Engine	Certification	Purchase Date	Engine	Certification	Purchase Date	Engine	Certification	Purchase Date
Sold Date	Fuel Type	Certification Number	Sold Date	Fuel Type	Certification Number	Sold Date	Fuel Type	Certification Number	Sold Date
VIN	MPG	Sales Code	VIN	MPG	Sales Code	VIN	MPG	Sales Code	VIN
Make	Standard Equipment	Wholesale	Make	Standard Equipment	Wholesale	Make	Standard Equipment	Wholesale	Make
Model	Factory Accessory Code	Accounting Make	Model	Factory Accessory Code	Accounting Make	Model	Factory Accessory Code	Accounting Make	Model
Odometer	Factory Accessory Description	Open RO Number	Odometer	Factory Accessory Description	Open RO Number	Odometer	Factory Accessory Description	Open RO Number	Odometer
Exterior Color Code	Factory Accessory Cost	License Fee	Exterior Color Code	Factory Accessory Cost	License Fee	Exterior Color Code	Factory Accessory Cost	License Fee	Exterior Color Code
Interior Color	Factory Accessory Retail	Category	Interior Color	Factory Accessory Retail	Category	Interior Color	Factory Accessory Retail	Category	Interior Color

Submit Cancel





PRODUCT

Security



Microsoft Azure



(SFTP) Secure File
Transfer Protocol



API

DealerVault has invested
heavily in data security.

3 time Microsoft Gold Partner Certification
Leveraging Microsoft and its most secure cloud
environment, Azure
The most secure
The most redundant
The most scalable
Syndication (data movement) standards that
meet or exceed FDIC and NADA guidelines





Record Recharge

Data Made Perfect

Verify, clean, update and append your customer data with Record Recharge. Better data leads to better decision-making, operational efficiency, customer trust, and a competitive edge.

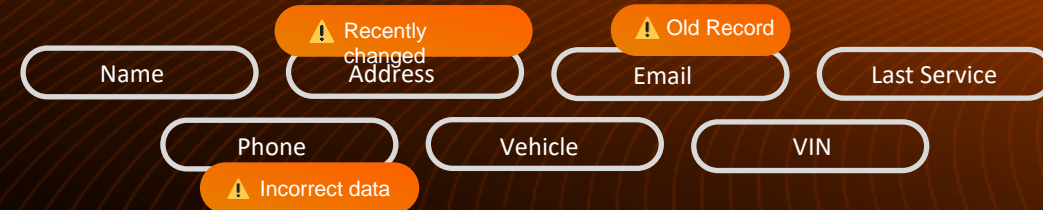
Let's talk data.

- ☐ What is data hygiene?
- ☐ What is "Bad Data?"
- ☐ Why is Hygiene important?

FTC Safeguards Rules



Don Draper
Customer Details



40%

of marketers think that companies do not use data effectively.

30%

customer databases decline 30% annually.

10%

an average of 10% of your emails never even make it through cyberspace.

Best Practices for Data Hygiene.

1. Figure out what goals you have for your database.
2. Standardize your processes for cleansing your data.
3. Who is responsible for maintaining at your dealership?

Things to think about:

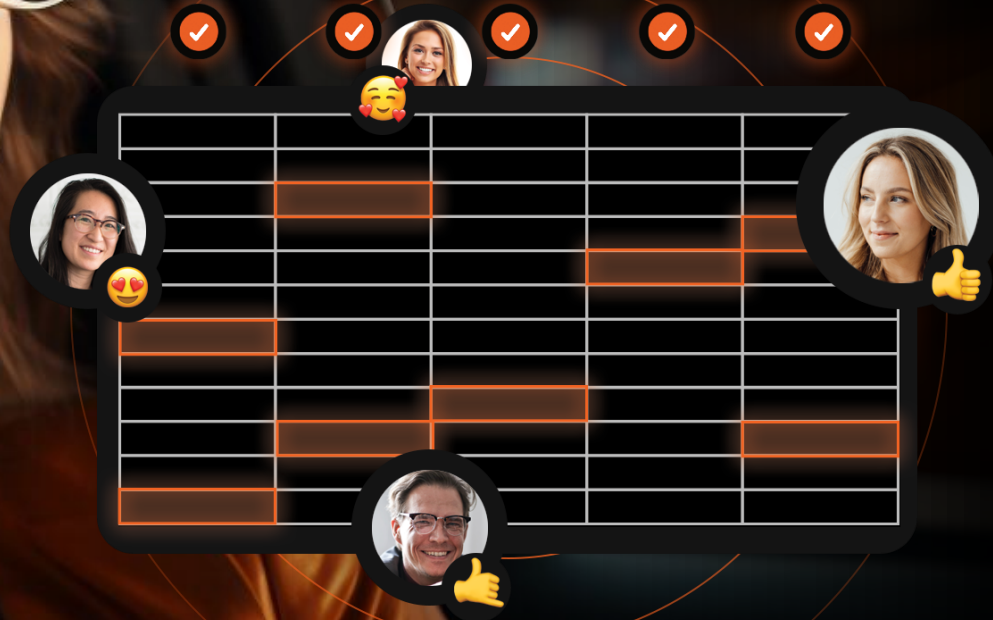
- ✓ Siloed data?
- ✓ Ask the right questions!
- ✓ Duplicate information?
- ✓ How often should I clean?
- ✓ What services should I be running?

 RECORD RECHARGE



Process Your Data

Fix the broken, incomplete, and outdated pieces of data



RECORD RECHARGE

Features.

Record Recharge expertly streamlines data management, ensuring the integrity and accuracy of your client's organizational data. It scrubs and normalizes disparate data sets, enabling seamless integration and consistency across all business initiatives, enhancing decision-making and operational efficiency.

Empower Decisions

Automated order process can turn feeds on in minutes

Positive Return on Investment

Shorten long sales cycles, decreasing poor performing campaigns

Customized Services

Offer personalized experiences with confidence in your data

Maximize budget

Reduce budget waste with more precise data for your campaigns

Quality Leads

Drive quality leads, helping your campaigns perform better

Increased Credibility

Strengthen customer credibility and increase competitive standing

**RECORD
RECHARGE**

Benefits of Data Hygiene.

- ❑ Increase customer acquisition
- ❑ Better ROI on marketing campaigns
- ❑ Better analytics for decision making in your dealership
- ❑ Improve productivity
- ❑ Protecting your brand!

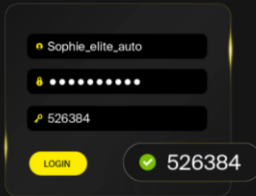





ContactVia, an Authenticom product, enables consumers to set their communication preferences with your dealership's brand.

Boost your business ROI with this privacy-focused tool, strategically targeting customers based on their preferences. All preferences are then shared with your dealership and any third party you have connected downstream.

Key Features:



Two-factor Authentication
Adds an additional layer of security to the user account.




Invite Consumers
Initiate invitations to one or multiple customers for preference settings.




Reporting
Shows metrics of consumer engagement with ContactVia.


How does this benefit you?



Elevates your marketing by reaching the right customers the right way at the right time.




Add and remove users affiliated to your organization.




Reduces opt-outs and unsubscribes.



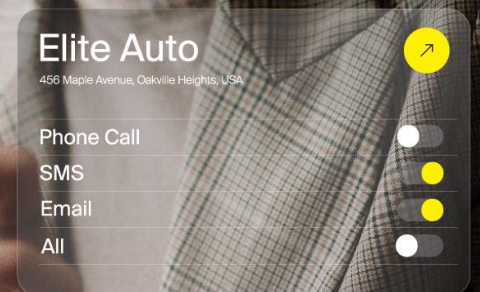
Supports your data privacy strategy.



Creates a trusting relationship between your customer and your brand.

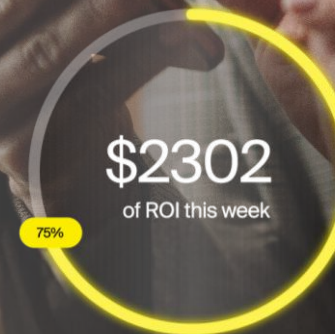


Manage multiple dealership locations all in one.



Elite Auto
456 Maple Avenue, Oakville Heights, USA

Phone Call	<input type="checkbox"/>
SMS	<input checked="" type="checkbox"/>
Email	<input checked="" type="checkbox"/>
All	<input type="checkbox"/>



\$2302
of ROI this week

75%



**Questions?
We are ready
to answer.**

Thank You.



Authenticom.com



Authenticom.com



MotiveRetail.com