



neuron

Intelligent Automotive Retail

neuron.ai

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Data is Reinventing the Automotive Industry

Data is transforming every industry, but none perhaps as much as the automotive industry. At its core, auto dealers and manufacturers are built on data.

Almost every new vehicle today has 50 or more sensors collecting data on speed, emissions, fuel consumption, usage data for resources and security. But there are so many more data sources beyond vehicle sensors. Data about your business, your customers, the industry — and every transaction that happens between them.

Just having access to all this data isn't enough. It takes time, resources and expertise to store, manage, curate and analyze the data. Then you can truly unlock its potential to help you solve business problems and make informed decisions.

This creates missed opportunities to improve workflows, streamline processes and engage with your customers in a more personalized way that uniquely differentiates your business from your competition.

Vehicles today have

50+

sensors collecting data on speed, emissions, fuel consumption, usage data for resources, and security.

How Can You Unlock Data's Full Potential?

The reality is that the industry's data and analytics capabilities aren't keeping pace with your needs, especially since data is growing exponentially.

At CDK Global, we believe companies operate better when they have the insights and software tools to act on their data. And we're committed to the belief that with the right combination of rich market data, advanced analytics and artificial intelligence, we can help our customers use their data to compete more successfully.

We're invested in unlocking that data and turning it into action for auto dealers and manufacturers with **CDK Neuron** — a next-generation open data platform and intelligence engine.



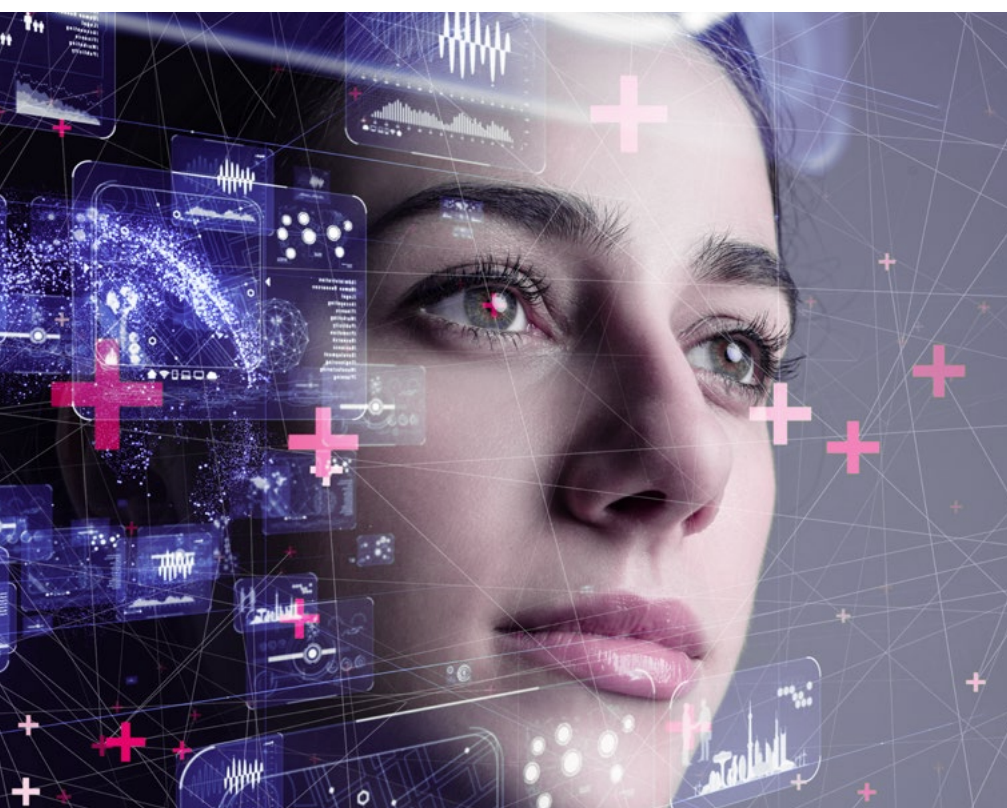
What is CDK Neuron?

It's an **intelligence engine** that blends rich market data, leading analytics and artificial intelligence to create actionable insights that help automotive leaders make smarter and faster decisions.

It's a **portfolio of solutions** that help auto dealers and manufacturers sell more vehicles and provide better service with more personalized experiences for their customers.

It's a **set of modern application programming interfaces (API)** that enable independent software vendors and developers to build data-driven solutions that improve workflows and business outcomes for the automotive industry.

It's the foundation for enhancing our **next generation intelligent dealer management systems**, designed to support automotive businesses on their path to digital transformation.



Helps
automotive
leaders make
smarter
and faster
decisions

Embrace the *Simplicity* and Leave the Hard Work Up to Us

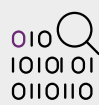


CDK NEURON STEPS TO INTELLIGENT ACTION



Rich Market Data:

Neuron stores and curates billions of real-time, near real-time, and historical data from CDK products and the automotive industry in a secure data lake in the cloud.



Leading Analytics:

Neuron applies advanced analytics and artificial intelligence to the data to look at trends, patterns, and behaviors and predicts and recommends the next best action.



Insight-Driven Solutions:

Neuron insights and intelligence are infused into CDK products, embedding enhanced functionality and empowering automotive leaders to make informed decisions that improve competitive advantage.

CDK Neuron Helps Automotive Leaders Succeed

AUTOMOTIVE DEALERS

Neuron helps dealers fully use data to improve workflows and productivity, and find answers for how to improve sales, marketing efforts and service outcomes.

It automates tasks, simplifies processes and helps you learn more about your business, your competitors and your customers so you can win — and keep — their trust and loyalty.

AUTOMOTIVE MANUFACTURERS

Neuron provides auto manufacturers, or OEMs, with the insights and tools you need to react more quickly to market changes and help your dealers perform at their best.

It empowers your teams with data-driven actionable insights so you can solve business problems and help your dealers improve outcomes.

INDEPENDENT SOFTWARE VENDORS (ISVs)

Neuron provides ISVs access to rich data and APIs so you can build and integrate solutions that help create unique experiences and competitive differentiation.

Gain access to insights and event-driven APIs that enable you to innovate and create value-add solutions for the automotive industry.

Companies that inject big data and analytics into their operations can outperform their peers by 5% in productivity and 6% in profitability.

– Harvard Business Review

Apps that Boost Sales and Improve Customer Service

Using real-time and historical data combined with sophisticated data modelling and AI, Neuron provides predictive insights that help automotive dealers sell more vehicles and provide better service to your customers.

How? We've built innovative apps that can easily be plugged into your existing CDK applications, giving you new capabilities that help you find answers on how to improve sales, marketing and service outcomes.

Your staff works more efficiently. Time-consuming tasks that require hundreds of hours of analysis and decision making are replaced with data-driven recommendations and predictions that inform, teach, and empower your employees so they can confidently drive sales and build trust with your customers.

55%
of car shoppers
are looking for
more trust in
their dealers.

– CDK Global Research Study of
Service Shopper Behavior, 2021



Building Customer Trust with Predictive Service

For dealers, growing Service revenue and building customer trust is important — especially when third-party repair shops are competing for your business. We've learned from our research that many people don't go to the dealership for repairs because they don't trust the dealership. What if you could rebuild that trust and win your customers back?

To help your Service teams provide more proactive and personalized service, we've added **Predictive Service** capabilities to the CDK Service application.

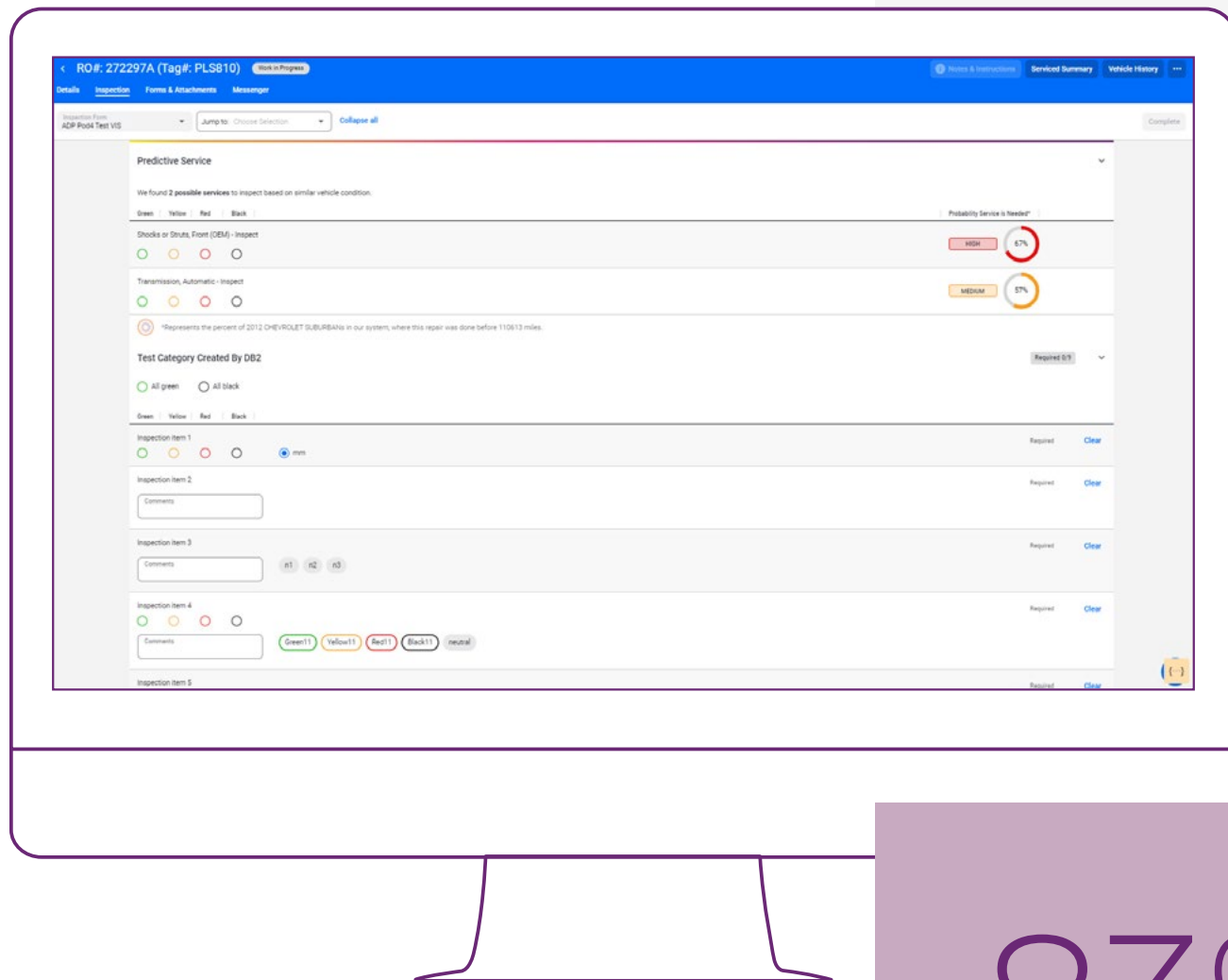
Predictive Service looks at historical data from thousands of vehicles and applies statistical algorithms and machine learning to look at behavioral patterns based on the vehicle's year, make, model and mileage to identify potential service failures.

The solution automatically recommends the components with a strong likelihood for failure that your Service Technicians should include in the multipoint inspection.

Service is a complex space. With high employee turnover, this also allows your new technicians to become experts much faster. Now they can benefit from years of experience and thousands of repairs to provide informed and professional guidance to your customers.

Your customers are happier when they know your systems and staff are looking out for them. This creates trust and loyalty.

Predictive Service



83%
of car shoppers
want service
recommendations
based on their
vehicle's service
and driving history.

– CDK Global Research Study

Insights That Power Your Business Forward

CDK Neuron Insights tools provide dealers and OEMs with the business intelligence they need for greater knowledge of their business and their customers.

These tools analyze data sets looking for trends, behaviors and patterns, and turns this intelligence into simple, actionable insights that allow you to identify the root cause of problems and develop action plans to solve them.

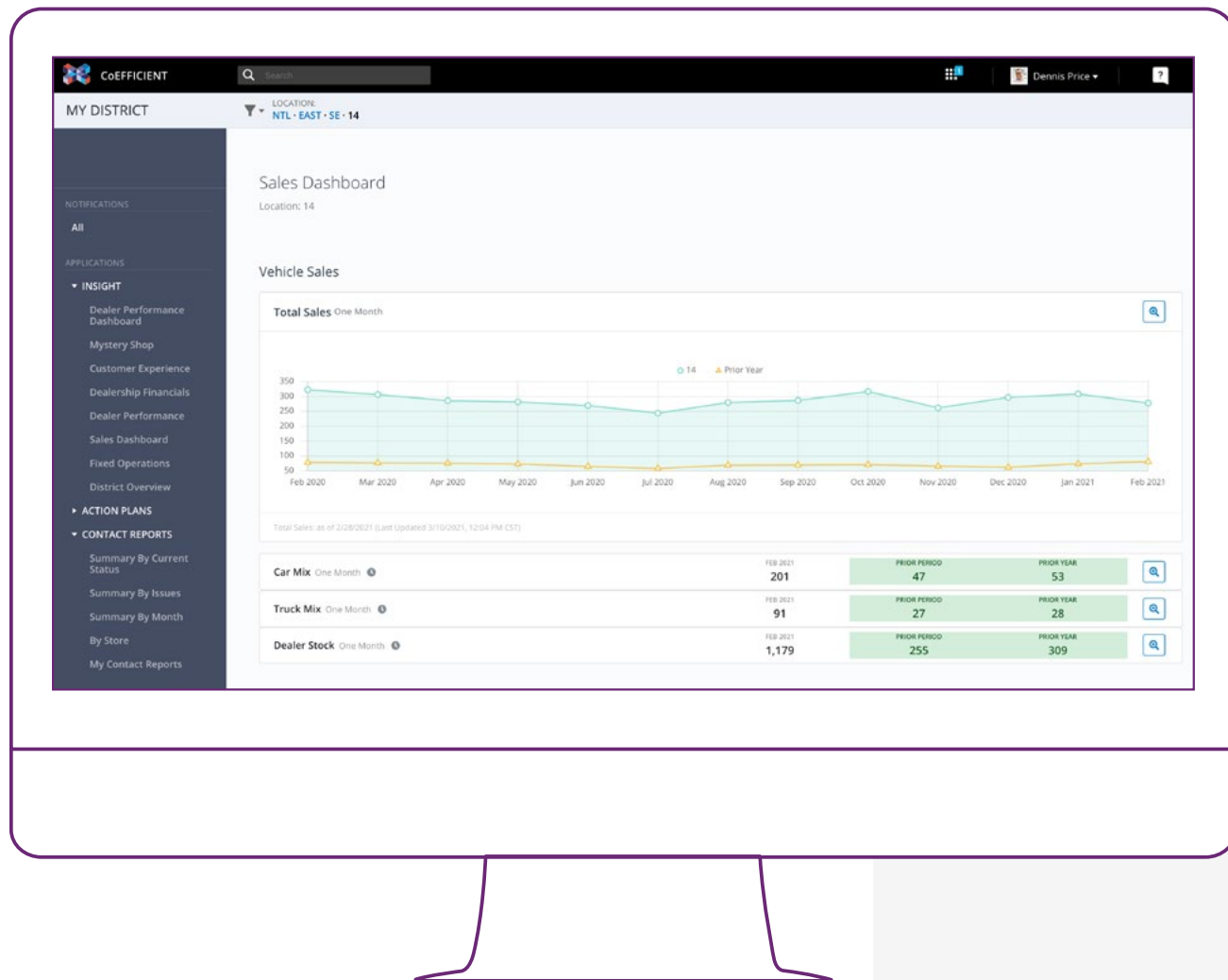
We do this through a simple interface that anyone can easily interpret. Easy-to-digest workflow-driven reports, summaries, dashboards, graphs, charts and maps empower you with the knowledge you need to move your business forward.

87%
of organizations
believe they will be
more successful if
frontline workers
are empowered
with data insights.

– Cap Gemini



CDK Neuron Performance Suite



Dealers want insights — especially if they're data-driven — to better understand and react to the latest trends.

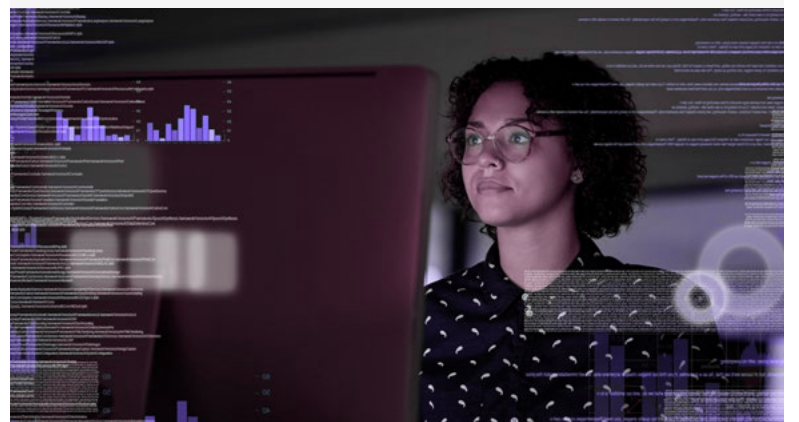
Our **Performance Suite** provides you with data, personalized insights and smart analytics that tie to real, everyday actions. Your OEM field teams feel empowered, productive, and create business change faster.

Our data pipeline connects all the data sources you need, and our intelligent engine looks for correlations and recommendations. We use machine learning to bubble up positive trends, categorize markets by consumer behavior patterns and compare dealer locations.

CDK Neuron Performance Suite was previously called CoEFFICIENT Platform



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CDK Neuron Service Performance

Dealers and OEM collaboration using the same set of data and insights is key to improving dealer service operations and performance.

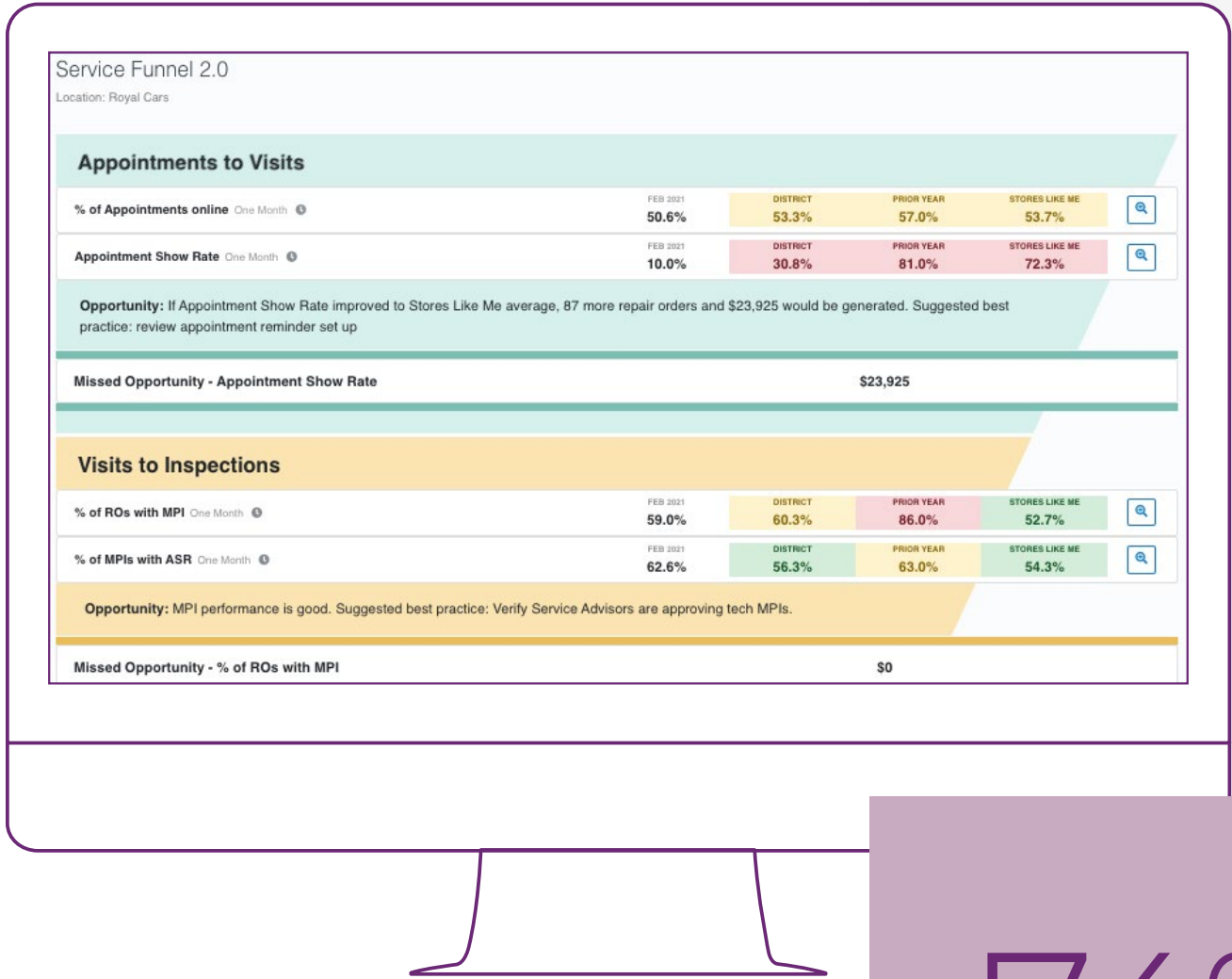
Service Performance is a solution designed to help both OEMs and dealers to collaborate and have productive and engaging conversations on how to improve service performance. It provides a complete view of the customer experience at each dealership from appointment through closed repair order, and then uses that data to help teams capture revenue opportunities.

For OEMs, Service Performance provides a unified view of the status at each dealer, along with a holistic view of the customer experience. And each dealer can see their own performance and identify and quantify missed opportunities.

By bringing together accurate, actionable data into simple dashboard and workflow tools, OEM field teams and dealers can quickly identify root causes and take actionable steps for improving business outcomes.

CDK Neuron Service Performance was previously called CoEFFICIENT Service Lane Performance

Service Performance



74%
of defectors are
willing to return
to a dealership for
a future service.

– CDK Global Research Study of
Service Shopper Behavior 2021



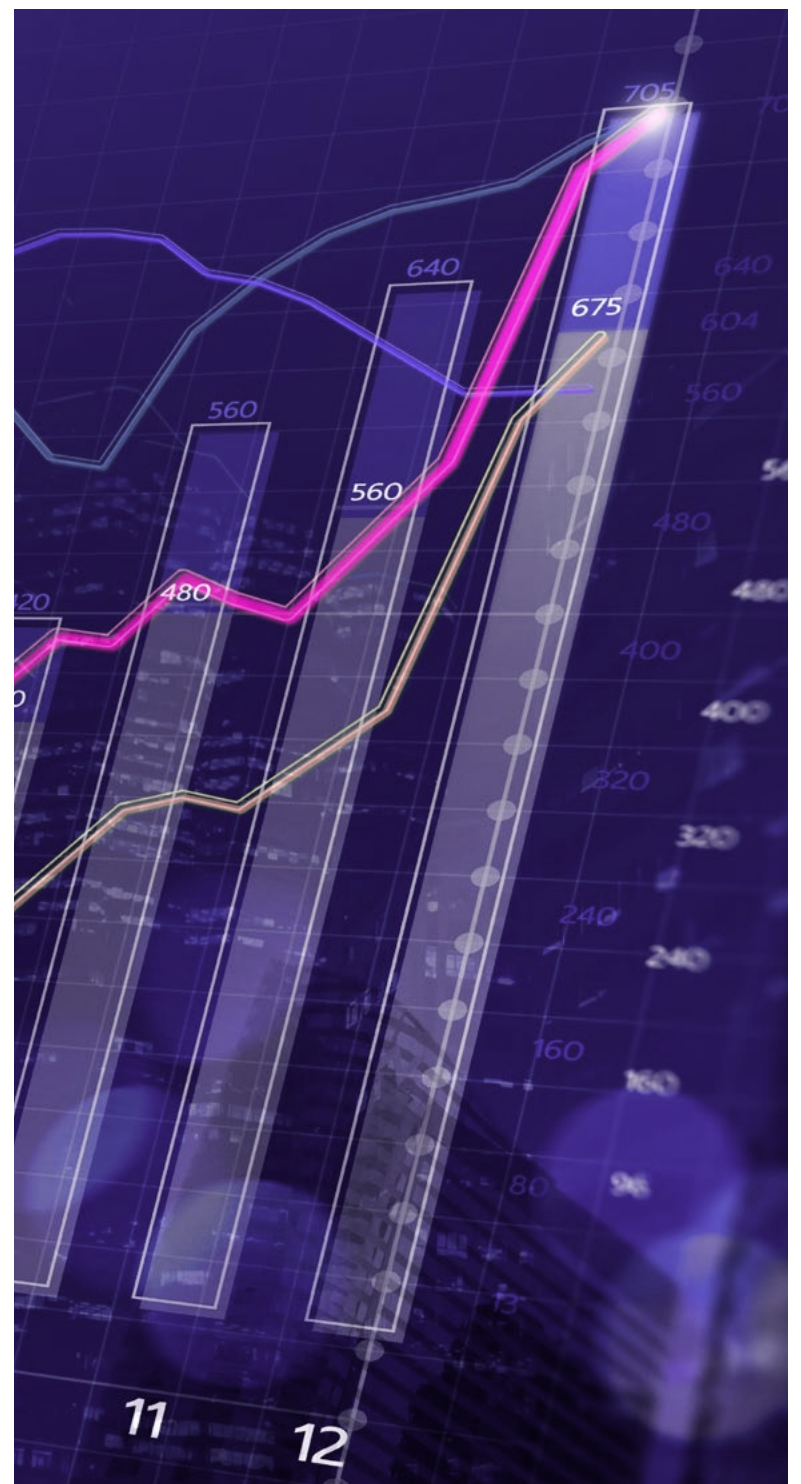
Data Management

Managing data can pose a big challenge unless you have a dedicated staff and hundreds of extra hours. As a busy organization, you need your staff to focus on your core business and your customers, rather than on managing data.

You can now leave all that time-consuming tedious work up to us. We'll host and manage your data on a secure platform, and you'll have quick and easy access to it, anytime you need it.

Our **Data Management** solution includes a suite of basic and advanced data access solutions hosted and managed by CDK Global.

Structured Data Access provides formatting and cleansing of data in a common data model. Value-add offers include Standard Reporting and Benchmarks.



Live Vehicle Inventory

Your customers' shopping experience matters.

Every year, \$222+ billion is lost because of a company's inability to synchronize inventory data.

Inconsistent and outdated vehicle information creates a frustrating shopping experience for your customers leading to lost sales and could hurt your brand's reputation.

That's why we created **Live Vehicle Inventory**. Our solution stores and synchronizes vehicle inventory information in real time, providing OEMs, dealers, and third-party sales portals with a consistent up-to-date view of the latest vehicle listings and pricing.

Real-time notifications for vehicle inventory across the automotive ecosystem are available to OEMs and dealers, giving you access to a single vehicle inventory database that ensures everyone is working off the same consistent set of information. A harmonized view of vehicle inventory leads to increased sales and improved customer experiences.



\$222+
billion lost every
year due to
unsynchronized
inventory data.

– Deliverr

APIs That Boost Sales and Improve Customer Service

Most automotive companies use a variety of applications from multiple vendors to run their business. Without seamless integrations, the data will be out of sync, resulting in fragmented processes that hurt productivity and customer experiences.

CDK Neuron helps keep data flowing freely between these applications in real time with **modern insights and event-driven APIs** that make it easy for software developers to build new solutions and integrate business

applications with other systems across the automotive ecosystem.

Seamless integrations ensure the most up-to-date information is in the hands of the right people when they need it. When an event happens, like selling a vehicle or opening a repair order, notifications are sent between systems in real time. This keeps everyone on the same page within minutes, instead of hours or days.

USE CASE

CDK Drive Repair Order Async API

KEEP YOUR CUSTOMER IN THE LOOP DURING A SERVICE VISIT

Dealers and their customers have visibility into the repair order status every step of the way while the vehicle is in service.

Updates are sent to the dealer's mobile app, keeping customers informed and improving communications between the Service Advisor and the customer.

This improves customer experiences, builds trust and increases their satisfaction and loyalty.



CDK Neuron Advanced Vehicle Lookup

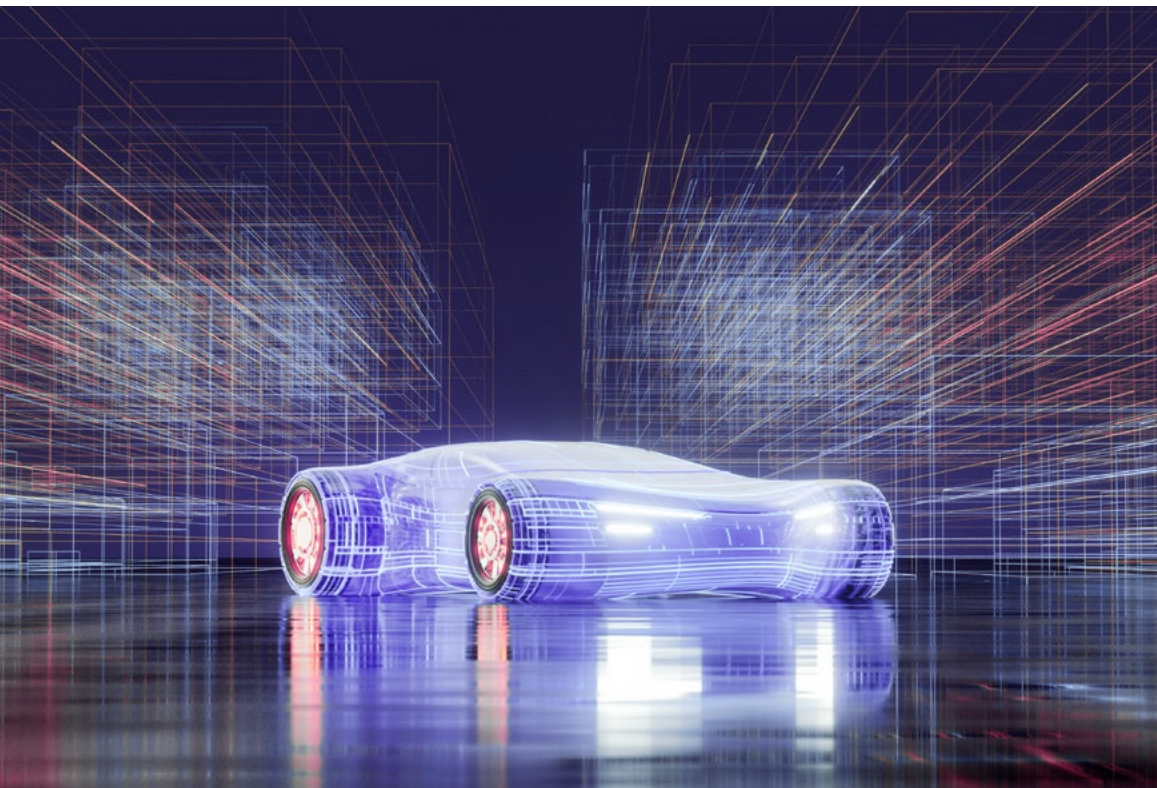
To improve profitability, automotive retail and insurance companies need to understand the true value of a car. But vehicle identification number (VIN) information from the manufacturer just isn't enough.

Our **Advanced Vehicle Lookup** API removes the guesswork and provides key insights about a vehicle's value beyond basic VIN data.

Our comprehensive vehicle reference library with data from major auto manufacturer brands provides access to cleansed, normalized and

enhanced OEM build data and vehicle content. This includes information such as interior and exterior colors, factory-installed options packages and the manufacturer suggested retail price (MSRP) valuation.

Automotive retail companies now have complete visibility of a vehicle's configuration and true value, which is a big step toward increased profitability and competitive advantage.



Increase profits
by knowing
the true value
of a vehicle.

CDK Neuron Solutions

AUTOMOTIVE DEALERS

Predictive Service:

An app that identifies potential service failures and helps dealers improve customer trust and grow revenues.

Service Performance:

Provides auto dealerships daily visibility into the KPIs that drive profitable service operations.

Data Management:

A suite of basic and advanced data access solutions hosted and managed by CDK Global for dealers and OEMs.

AUTOMOTIVE MANUFACTURERS

Performance Suite:

A platform that brings together accurate, actionable data to help OEM field teams improve performance across the dealer network with dashboards, data analytics and workflow tools.

Service Performance:

A solution designed to help OEM field teams have productive and engaging coaching conversations with dealers to help drive a profitable service operation.

Live Vehicle Inventory:

Synchronizes vehicle inventory data from OEMs, CDK applications and third-party sales portals to ensure the shopping experience is consistent across the automotive industry.

INDEPENDENT SOFTWARE VENDORS

Async APIs:

Event-driven notifications sent in real time, between applications:

CDK Drive Repair Order

Async API:

Provides visibility to dealers, OEMs, and their customers into the repair order status while the vehicle is in service.

Insights APIs:

APIs that use AI, statistical algorithms and aggregated data sets:

Advanced Vehicle Lookup API:

Provides key insights about a vehicle's value beyond basic VIN data.

Why CDK Global?

CDK Global is a pioneer in automotive retail with decades of experience in data curation, analytics, and artificial intelligence. Our Neuron intelligence engine is curating data that flows through thousands of CDK products and the third-party applications that connect to them. We're proud to be serving nearly 15,000 dealer retail locations in North America today.

With 40+ years of service to dealers and OEMs, CDK Global has developed unparalleled depth of domain expertise and knowledge of the automotive industry. From accounting to fixed ops, to digital retail to modern mobility, our intuitive wisdom is used industry-wide to extract understanding that drives value from data.

The strength of Neuron comes from our unique experience and acquisitions, working with thousands of customers and partners to transform automotive retail experiences.

Visit us at neuron.ai





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