

Automotive Dealerships Connectivity & IT Infrastructure **Playbook**



Delivering scalable, secure and personalized automotive dealership services start with a **solid IT foundation.**

The “one-size-fits-all” approach does not work when selecting IT infrastructure services intended to keep your automotive dealership ahead of the competition. Having the right combination can be a competitive differentiator, but you must choose wisely. With so many options, analysis paralysis can set in fast.

Let the nature and purpose of your business be your guide.

There's one thing successful organizations all have in common: a winning technology game plan focused on connectivity, cybersecurity, voice, cloud, and colocation. We created this playbook to help you sort through the noise.





A Winning Technology Lineup.

Choosing the right IT foundation for your business is critical. Given the high stakes, it can also be intimidating. There are many options to build your foundation across four key domains.

THE PLAYING FIELD



● CONNECTIVITY

The foundational infrastructure organizations use to effectively communicate with customers, partners and employees.



● CYBERSECURITY

Robust security solutions to protect sensitive data and critical systems from accidental exposure or malicious exploitation.



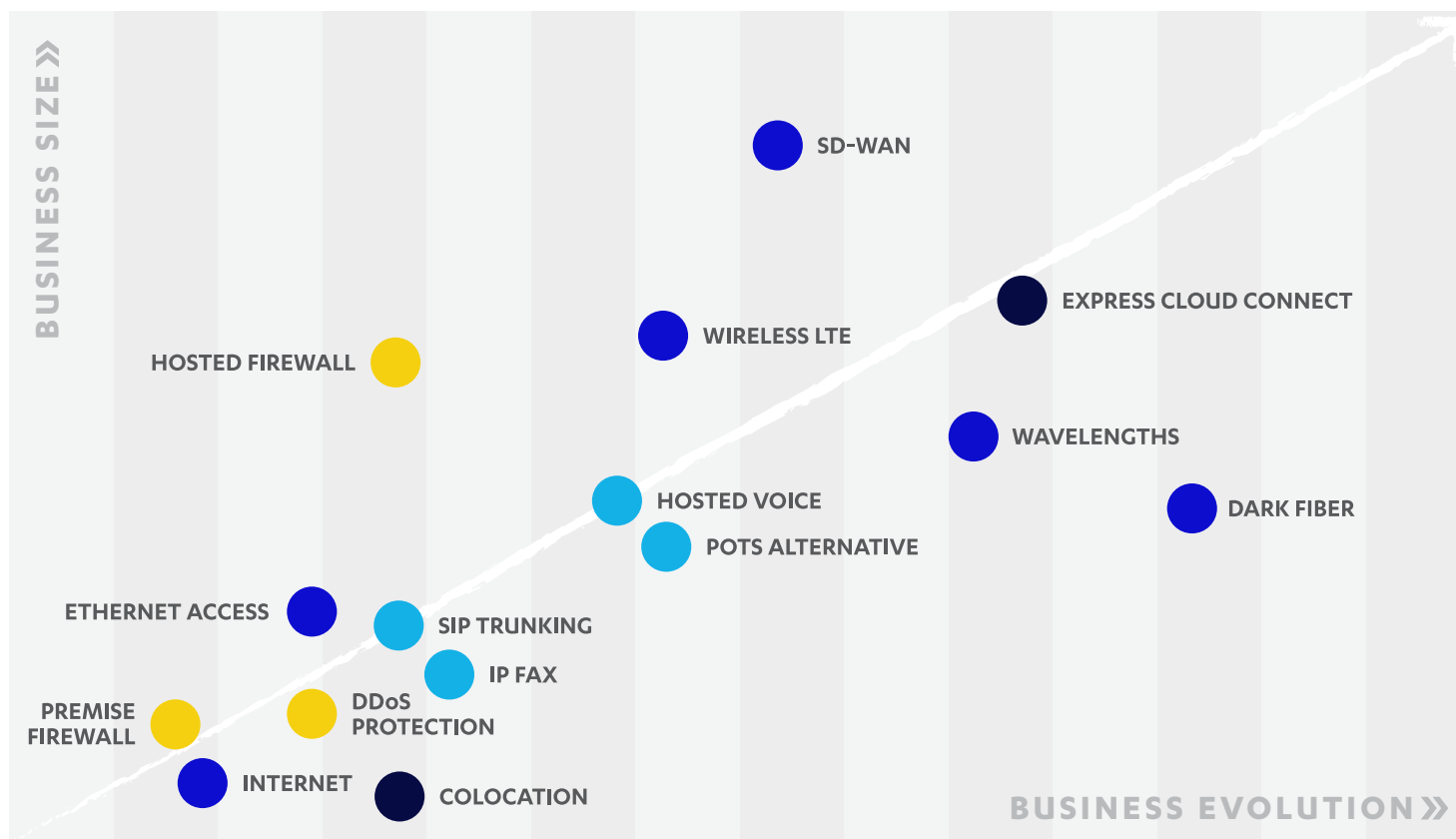
● CLOUD & COLOCATION

Secure, reliable data center solutions for traditional and hybrid environments, and a fast, dedicated connection.



● VOICE

Combined voice and data solutions and tools to enable shared, seamless conversations across multiple platforms.





High-performing auto dealers need fast, reliable and secure IT to support their operations and satisfy customer demands.

- Seamless coordination between service centers and OEMs
- Supporting the online/in-person hybridized buyer's journey
- Fostering a better guest experience for new and existing customers alike
- Segregating corporate, employee and customer network uses
- Compliance with the FTC Safeguards data protection standards
- Processing maintenance, and warranty service, and vehicle purchase transactions
- Leveraging virtual showrooms to offset supply chain-driven low inventory
- Leveraging AI and customer data to deliver hyper-personalized experiences and drive qualified leads

Successful execution across these areas supports growth while maintaining compliance and meeting the needs of customers your locations serve.

A solid IT infrastructure foundation must be flexible enough to support evolving demands, secure enough to keep sensitive, business-critical information safe from bad actors, and reliable enough to maintain a connection across multiple locations.

USE CASE 1: Single OEM Dealers

Because they work with only one manufacturer, franchised auto retailers can deliver deep knowledge of and expertise about their vehicles. It also means they have a greater demand to follow OEM network and security specifications to the letter while upholding the brand's reputation. The right IT strategy is essential to their ability to meet customer expectations and stick to factory requirements.

● **CONNECTIVITY: INTERNET + SD-WAN**

- Fast, private, and secure internet is essential for managing dealer operations, from processing purchases and financial data to supporting connectivity-dependent tools in the service center.
- Networks can be extended to cover multiple dealer locations using SD-WAN to prioritize secure communications, realize greater cost savings compared to conventional methods and maintain business continuity with diverse connectivity options.

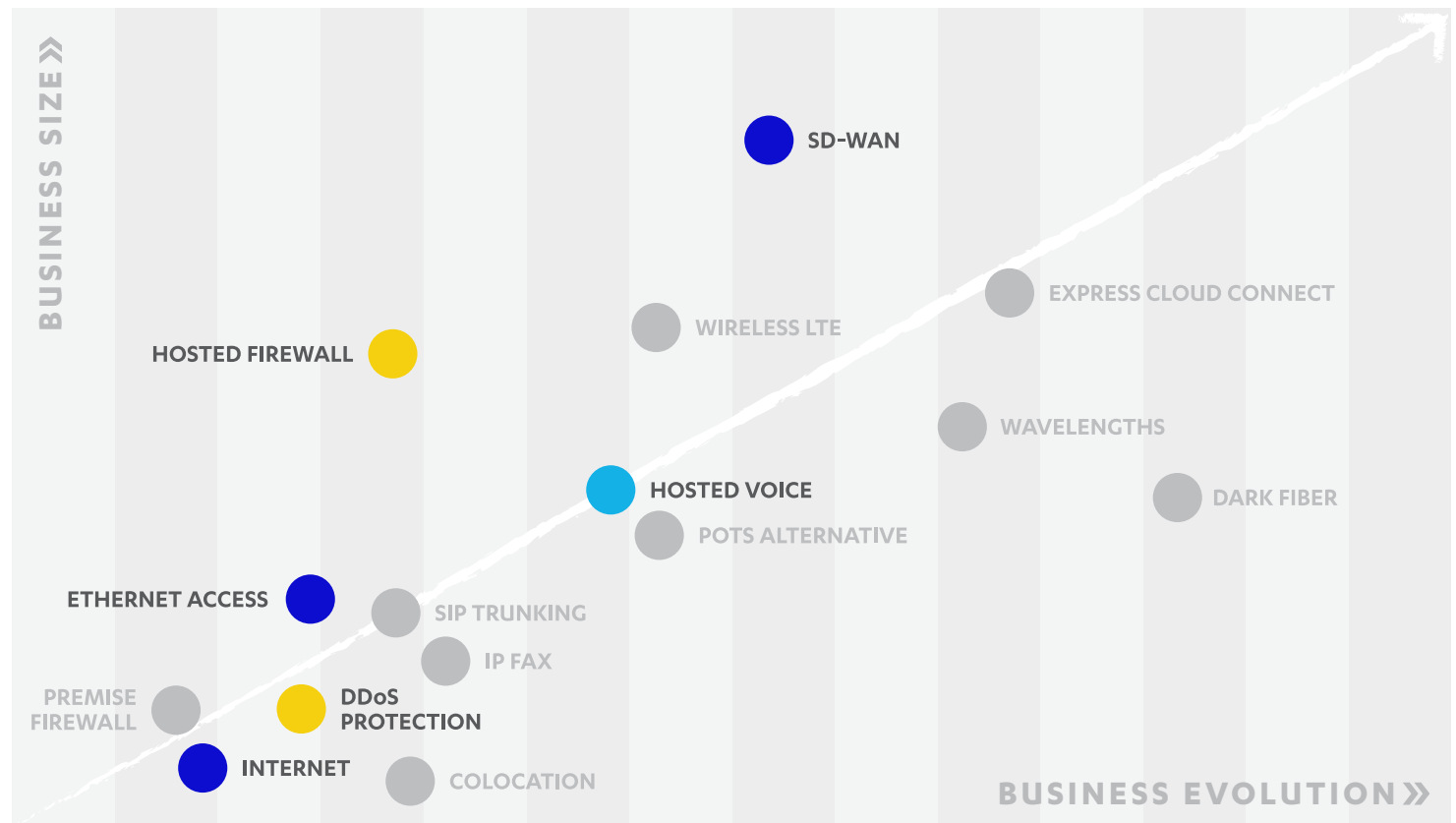
● **VOICE: Hosted Voice**

- Buying a car is no longer a strictly in-person process. Some customers prefer doing business face-to-face while others opt for a digitally driven experience. No matter the means, phone conversations are still an

important touchpoint for buyer-facing and internal communications. Send the right message every time with hosted voice services for crystal-clear phone calls.

● **CYBERSECURITY: DDoS Protection**

- From lost productivity to compromised customer data to the potential for regulatory penalties, data breaches can be extremely damaging. The best way to avoid them is to prevent bad actors from gaining access to your network in the first place with a rock-solid on-premises firewall defense.
- A dealership's website is one of its most visible assets. It's also a bullseye for cyber attackers seeking to divert attention from other more devious cyberattacks. DDoS protection deters malicious traffic automatically so you can maintain your digital presence without worry.



USE CASE 2: Multi-OEM Dealer Groups

Managing inventory and service across multiple brands requires a large behind-the-scenes infrastructure to ensure everything runs smoothly. That includes the IT backbone that supports processes from the sales floor to the service center and everywhere in between.

● **CONNECTIVITY: Ethernet Access + Internet + SD-WAN**

- Digital touchpoints dominate the sales process, vehicle status and diagnostic data is housed in sophisticated on-board computers, and the operational office handles large volumes of data. Private fiber-based networks ensure a smooth, fast transfer of information.
- A reliable internet connection with sufficient and consistent bandwidth ensures uninterrupted credit checks, corporate communications and guest network access.

● **CYBERSECURITY: Firewall + DDoS Protection**

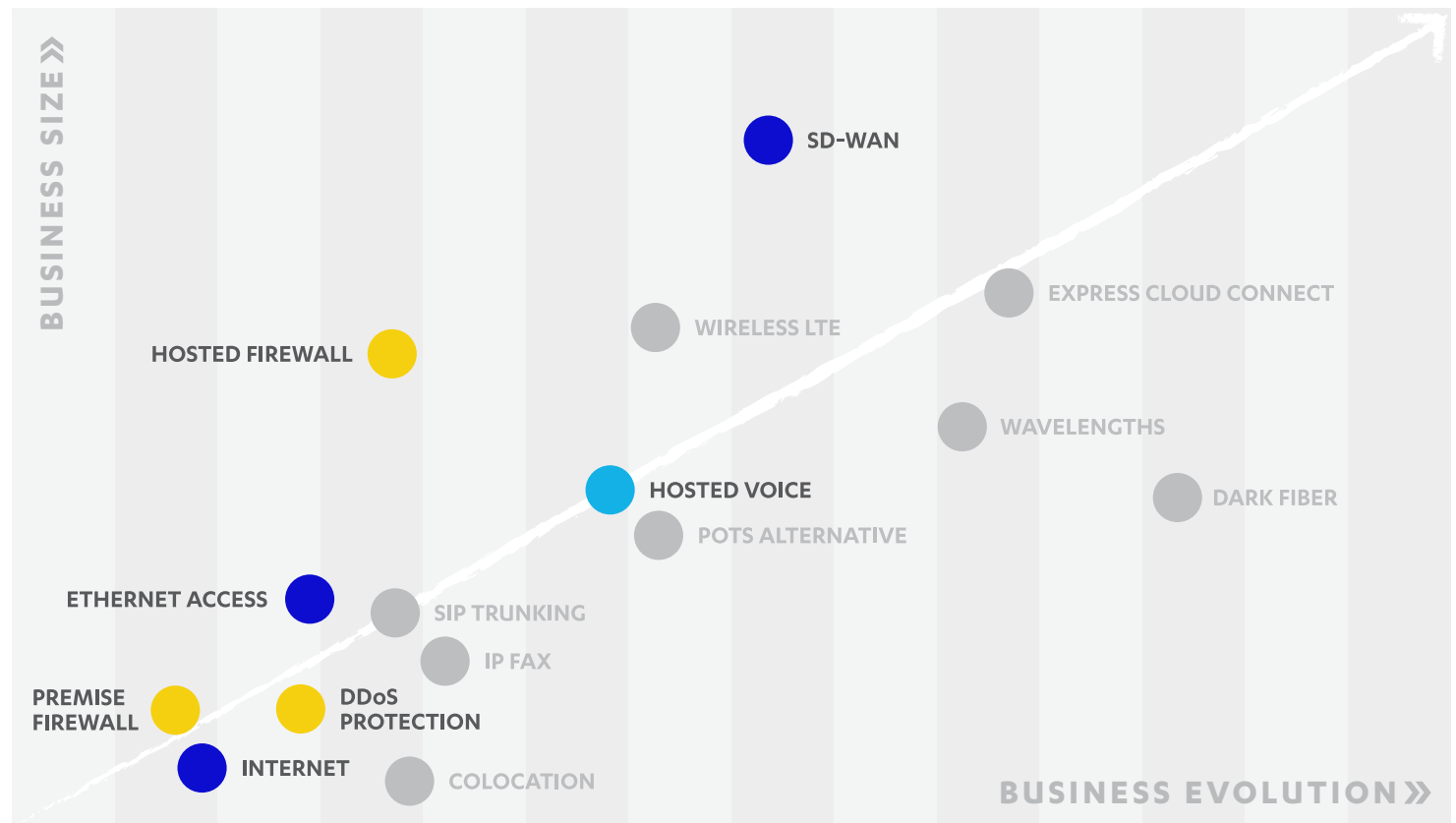
- Multiple vehicle brands, a wider inventory and a broader customer base can create a more attractive target for bad actors. The potential for

a successful breach to wreak widespread damage requires a security posture that goes beyond conventional methods, including centrally deployed and managed firewall services that have the speed and flexibility needed for rapid threat response capabilities.

- Web properties and IT connections must also preempt “smoke screen” DDoS attacks designed to distract large dealer networks and divert IT resources away from threats.

● **VOICE: Hosted Voice**

- Vendor coordination, customer service, OEM and run of the mill communications – picking up a phone is sometimes the best way to handle business. A clear, reliable connection is paramount to your ability to receive calls and remain connected with customers and suppliers alike.



What's **Your Play?**

These are widely used connectivity plays successful automotive dealerships swear by. Refer to this playbook every time you're thinking of adopting new innovations and use these plays as building blocks to put together your technology game plan. It can help you think through every move to ensure your business is set up for success.

The plays contained in this document address broad use cases. Some products in a play may not be ideal for specific use cases or situations, while others may work better for various business scenarios.

Segra offers a broad portfolio of technology services and will help you design a winning technology game plan to suit your unique business needs.

Let's create winning connections together.