



# Evaluating Dealership Software

 <b>Evaluation Criteria</b>	 <b>Questions to Ask</b>
<b>Dealership Challenges &amp; Gaps</b>	<ul style="list-style-type: none"><li>• Where are operational inefficiencies slowing our processing time and costing us resources?</li><li>• Are we optimizing revenue or just barely making our targets?</li><li>• Which processes could be improved through integration or automation?</li><li>• Have we audited all departments for gaps, errors, and waste?</li></ul>
<b>Capabilities &amp; Features</b>	<ul style="list-style-type: none"><li>• Does the software enable essential functions like inventory management, customer relationship management, sales processing, and service workflows?</li><li>• Are there features and automations that cater to our specific needs and processes (e.g., trade assessments, sales tracking)?</li><li>• Does it integrate with other vendor products to give you real-time market pricing visibility?</li><li>• Does it centralize customer and internal communication, including text messaging?</li></ul>
<b>System Integration</b>	<ul style="list-style-type: none"><li>• Can the software integrate with our existing DMS, quote system, OEM software, and other third-party applications?</li><li>• Will it eliminate current data silos and streamline operations across departments?</li><li>• Does the software partner have good working relationships with my existing application vendors?</li></ul>
<b>Ease of Use</b>	<ul style="list-style-type: none"><li>• How is the software’s user experience?</li><li>• Is it easy for non-technical employees to use?</li><li>• Is the platform accessible on mobile devices?</li><li>• Will all dealership team members be able and prepared to use the software for their work following implementation?</li></ul>
<b>Security Features</b>	<ul style="list-style-type: none"><li>• Are security features included that protect customer and financial data?</li><li>• Is it compliant with industry standards and inclusive of SOC 2 security certifications?</li><li>• Do you have complete ownership over and access to your dealership’s data?</li><li>• Does it provide consent before aggregating data and allow you to opt out of data sharing?</li></ul>
<b>Reporting &amp; Analytics</b>	<ul style="list-style-type: none"><li>• Does the software offer automated reports and data analytics?</li><li>• Can we easily track key performance indicators such as inventory movement and sales trends?</li><li>• Are the insights actionable for strategic decision-making?</li><li>• Can you easily create and automate customized reports to capture current initiatives?</li></ul>
<b>Cost &amp; ROI</b>	<ul style="list-style-type: none"><li>• What is the total cost of ownership (TOC), including implementation, training, and maintenance?</li><li>• What ROI can we expect in terms of increased efficiency, sales, and cost reduction?</li><li>• Is the pricing structure transparent, with a clear breakdown of all costs, including license fees, managed services, and any additional fees? (Beware of hidden “data processing fees” that may inflate your total spend.)</li></ul>
<b>Scalability with Growth</b>	<ul style="list-style-type: none"><li>• Can the software scale as our dealership grows, handling more users, data, and locations?</li><li>• Is the software built on a widely trusted, scalable platform, or is it a custom-built, proprietary solution? (Software built on established platforms benefits from continuous innovation, robust infrastructure, and proven scalability, while custom-built solutions may face limitations as the provider grows.)</li><li>• Does it allow for future configurations to meet our evolving needs?</li><li>• Does it store data in the cloud or on-premises? (Cloud-based software has a nearly unlimited storage capacity, while on-premises software requires extra spend for increased storage.)</li></ul>
<b>Business Partnership &amp; Support</b>	<ul style="list-style-type: none"><li>• What level of implementation, training, configuration, and technical support does the vendor provide?</li><li>• Does the vendor respond quickly to support requests and make regular software updates and improvements?</li><li>• Will you have visibility to costs related to managed service hours or are these fees buried in your total subscription costs?</li><li>• Is the software a true partner in your success or merely a “vendor”?</li></ul>