

What if you could...

Eliminate 90% of the hassles and headaches of running an integration program

Slash IT costs by enabling non-technical users to manage the majority of the onboarding, testing and certification processes

Effortlessly integrate an unlimited amount of 3rd parties simultaneously

Confidently deliver certified integration partners to your dealers on time, the first time

Ready to know more?

Dale Novotniak
720.506.9848

dnovotniak@motiveretail.com

www.motiveretail.com



Automotive



Construction
Equipment



Collision



Powersports

While working for Kodak in 1975, Steve Sasson invented the first digital camera. Kodak management declined to pursue the idea because *“Printed photos had been around for over 100 years. Why would anyone want to see their photos on a television screen?”*

In 2000, Reed Hastings offered to sell Netflix to Blockbuster for \$50 million. Blockbuster rejected the idea of movies being streamed over the internet as *“ludicrous”*. Blockbuster went bankrupt in 2013 while Netflix is currently valued at upwards of \$100 billion.

Do you remember Excite? No? In 1999, they were one of the largest web portals in the world. When given the opportunity to buy Google for \$750,000, Excite declined because *“they already had their own search engine.”*

If you would prefer to be the next Netflix and not Blockbuster, keep reading.



The industry’s greatest opportunity: Data Integration



Pain point in the dealer community

The lack of reliable integration between the many technology systems that a dealer uses is a harsh reality. Although technology providers in the ecosystem pretend to ‘play nice’ with others, competition and the drive to be the best often stand in the way. Imagine a retail technology ecosystem that defiantly expected unified, error-free system integration regardless of what system is deployed - oh the opportunities!



The Dealer System Provider challenge

Dealers are longing for complete yet flexible technology partners that provide them with the ability to not only choose their preferred partners, but confidently know that the integration between those partners is 100% tested, approved and that the systems actually work as advertised by sales representatives.

This concept requires technology providers to execute on an integration program, making substantial IT investments in infrastructure and design of modern, robust, real or near real-time APIs. This is just the 1st lap of a long race.



Evolving technologies

Enter the hurdle of continuously evolving dealer system solutions that present their own challenges for integrating data in various formats (flat file, XML, JSON, etc.) and APIs that leverage complex rules or real-time data messaging patterns, or even AI to affect application interactions.



Managed Service

Our subject matter experts deliver industry expertise with top rated response times and accuracy, and a keen focus on delivering tailored results to solve problems and accelerate integrations.

SaaS

Motive Integrator can be licensed as a standalone system and used on a subscription basis for those customers who prefer to manage their own programs and activities.

Data & API Solutions

Beyond integration, ask us how we can help transform and validate data; or design, optimize or even host your APIs.

Ready to know more?

Dale Novotniak
720.506.9848

dnovotniak@motiveretail.com

www.motiveretail.com



Automotive



Construction
Equipment



Collision



Powersports



The industry's greatest opportunity: Data Integration



A path to success

The most imperative and crucial components to successfully implementing your data integration program is the simplification of testing and certifying your partners, all while providing intuitive program management. These pieces are what make up the final lap of the race which typically ends up snagging most companies because they tend to overlook the importance of that process. Short-cutting the certification process or trying to squeeze support out of your own taxed API teams could ultimately prevent success and the transformation of your business!



The Motive Retail solution

Motive Retail knows integration and takes the complexity and resource burden out of API integration, thereby enabling the success of dealers. Through years of experience with both manufacturer (OEM) and dealer system providers (DSP) across automotive, collision, powersports and construction industries, Motive Retail can advise, support, and help implement systems with a 360° perspective that optimizes the ultimate capture of accurate and thorough data from all aspects of the retail landscape.

Motive Retail strives to deliver fully compliant integrated systems utilizing bullet-proof testing and certification processes between you and your trading partners, without the need to outsource or add more IT resources. We transform the development, testing, and certification of APIs by automating the integration process via Motive Integrator, our Integration Automation platform.



Speed & Efficiency - driving *your* success

Interface rollouts, from development to store deployment, can take several months and even years. Motive's software solutions can accelerate that process threefold. Imagine the opportunities, from being able to confidently offer your dealers and their consumers, buying experiences that other dealer systems can only dream of. **YOUR COMPANY** can create a user experience that is unprecedented compared to competitive systems in the marketplace.



Data Integration that can

- ✓ Slash operational IT costs
- ✓ Immediately boost profits
- ✓ Create a competitive advantage for your business
- ✓ Leave the competition stunned by the success of your integration program
- ✓ Guarantee that when the dust settles, your company will be a trendsetter



Since 2010, Motive Retail has been offering innovative and creative solutions to help enable the integration of global trading partner communities. With a history in Automotive Retail we've focused on solving the challenging problems around integration of systems. It's what we do.