

J.D. POWER

eData

Real Time DMS Integrations. Zero Data Storage. Total Control.

eData creates secure, purpose built connections between Dealer Management System (DMS) platforms and downstream systems – **normalizing and passing data in real time without ever storing it.**

Real time DMS integrations through fully customized, zero data storage connections that power the modern automotive ecosystem. Our technology ensures seamless and secure data flow for dealers, OEMs, and vendor partners – **faster, safer, and more accurately than any previous integration solutions.**

WHY eDATA?

Traditional DMS integrations store dealership data – increasing security exposure, compliance risk, and system instability. They often rely on one-size-fits-all connections that lead to delays, downtime, and inconsistent data.

eData eliminates these challenges by acting as a secure, real-time conduit – never storing data and never compromising performance.

No data storage = lower liability and reduced risk

Real-time integrations = higher uptime and better performance

Fully customized connections = integrations built to exact client needs

Normalized data = streamlined structure and seamless integration across diverse systems

The result: clean, real-time data flowing exactly where it needs to go – without compromise.



WHO NEEDS eDATA?

- **Dealerships** use eData to automate workflows, ensure compliance, enable digital retailing, streamline OEM programs, and connect their DMS data to the dozens of tools they use daily.
- **Vendors** use eData to pull and push real-time dealership data (sales, service, CRM, equity, F&I, parts, RO data, inventory, customer data, etc.) directly into their applications without ever touching raw DMS systems themselves.
- **OEMs** use eData for program-wide data standardization, ensuring consistent metrics, and visibility across their dealer networks.