

# ACURA OF GLENDALE INVESTS IN TECHNOLOGY WITH FUTURE GROWTH IN MIND

For Acura of Glendale, an investment in technology is an investment in their people, customers, and the future success of their business. So they seek out technology that **solves employee problems, serves customers better**, and enables staff members to find and **access information** as quickly as possible.

By placing such high priority on the role technology plays in modern dealerships, Acura of Glendale needed a DMS that could enable workers to do their jobs more easily and more efficiently. Dealertrack DMS, with its easy-to-use SaaS platform, allowed the company's employees to quickly navigate menus and find crucial information.

## YOUR DATA. IN YOUR HANDS.

By maintaining control of their own data, Acura of Glendale optimizes more efficient data mining, analysis, and reporting. Dealertrack has developed customized solutions for reviewing important information, including a custom dashboard that displays regularly-monitored metrics. Data ownership gives the dealership complete control over where their customer data is going, safeguarding the personal information of clients.

“If we don’t invest in technology, the market passes us by. It’s critical that our staff has the tools that they need to help answer client questions. That’s where the technology comes in. Dealertrack provides us a very easy to use, simple solution.”

—Jeanne Brewer, General Manager, Acura of Glendale



### Challenges:

- **Solve employee problems** and answer customer questions, faster.
- Prioritize **security of customer information**.
- Keep ahead of technology curve and **outpace competition**.

### Solutions:

- With its **easy-to-use SaaS platform**, Dealertrack DMS helps employees quickly navigate menus and find information.
- Access to your own data enables **more efficient data mining**, analysis, and reporting.
- Dealertrack helps you **safeguard powerful and personal information**.

### Results:

- Acura of Glendale **developed customized solutions for reviewing important information**, including a custom dashboard of regularly-monitored metrics.
- Improved security and safeguarding measures improved relationships and trust of customers.
- With the help of Dealertrack DMS, Acura of Glendale **keeps ahead of the technology curve** and invests in the future success of their business.

For more information, visit [Dealertrack.com/DMS](https://Dealertrack.com/DMS).