**CDK GLOBAL**

# SD-WAN Ramps Up Dealership Network Connectivity

**vmware**®

**CONNECTIONS THAT MOVE YOU**

⫸ **IT Solutions** / Digital Sales / CRM / F&I / DMS / Fixed Operations / Intelligence

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# SD-WAN:
# The Key To Staying Connected

A quick, dependable internet connection that keeps you linked to your DMS, CRM, and other business apps is essential to operating a successful and lucrative organization.

This e-book looks at the advantages of SD-WAN to help you realize areas where network traffic is expected to increase, plus the latest developments in digital transformation and how they can benefit your dealership.

**Optimizes network**

**Manages circuit load**

**Manages connectivity**
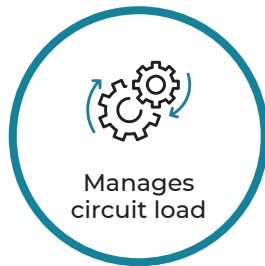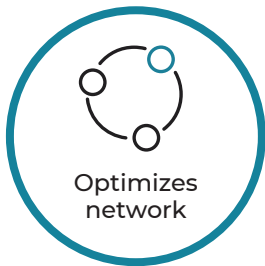
# A Basic Internet Connection Isn't Enough

**The road to an effective and profitable dealership isn't always a smooth one.**

Take your internet connection. Network traffic is constantly moving, flowing in and out of your dealership to your critical business applications and as customers access the internet through your Wi-Fi. If that traffic slows down, it causes frustrating delays for you and your customers. If it comes to a complete standstill, your business literally grinds to a halt. And there's no prioritization for important business traffic.

To keep pace with fast-emerging technology — and to stay connected to their customers — many dealerships are moving their network infrastructure and applications to the cloud.

We live in a world where keeping up to date with emerging technologies is challenging, yet critical. As more and more business functions move to the cloud, connectivity is a driving force, and dealerships are evolving their networks to be more data driven, increase uptime and run a smoother business.

## $10.7B

The amount the technology market for automotive dealers is expected to **exceed by 2026, led largely by demand for cloud-based solutions.**[1]

## 65.9%

Almost two-thirds of spending on application software **will be directed toward cloud technologies in 2025, up from 57.7% in 2022.**[2]

# The Importance of Switching to Cloud Technology

**Businesses are using the cloud as their primary tool to finish their digital transformation.**

The agility and flexibility that cloud technology enables opens up new ways of working, operating and doing business. By putting data and programs on Internet servers rather than on computer hard drives, dealers are demonstrating that vital business traffic is given top priority.

As dealers move away from a fragmented strategy and toward a more comprehensive end-to-end digital transformation with cloud at its core, cloud is increasingly on the agenda of dealership owners.

# 89%

According to Flexera's annual State of the Cloud Report, **89% of companies use a multicloud strategy.**

# Who's Connecting From Inside the Dealership?

Consider who's connecting to the internet from inside your dealership: Your employees, who are often using multiple devices — tablets, phones and desktops — on the Sales floor, in the Service bay, in the F&I office and even on the lot. Your customers are streaming video in the waiting room, looking at vehicle options, checking reviews and texting friends for opinions.

Connections are continually being made to the DMS, business-critical applications, email providers and your guest Wi-Fi. It's all taxing your network. If you're not using an SD-WAN solution, you have one unmonitored connection that treats all these connections and traffic the same.

## 5.34B

Unique mobile users in the world today.[4]

## 3X

The number of devices connected to IP networks will be more than **three times the global population by 2023.**[5]

## 54%

Customers that would **buy from a dealership that offers their preferred experience, even if it didn't have the lowest price.**[6]
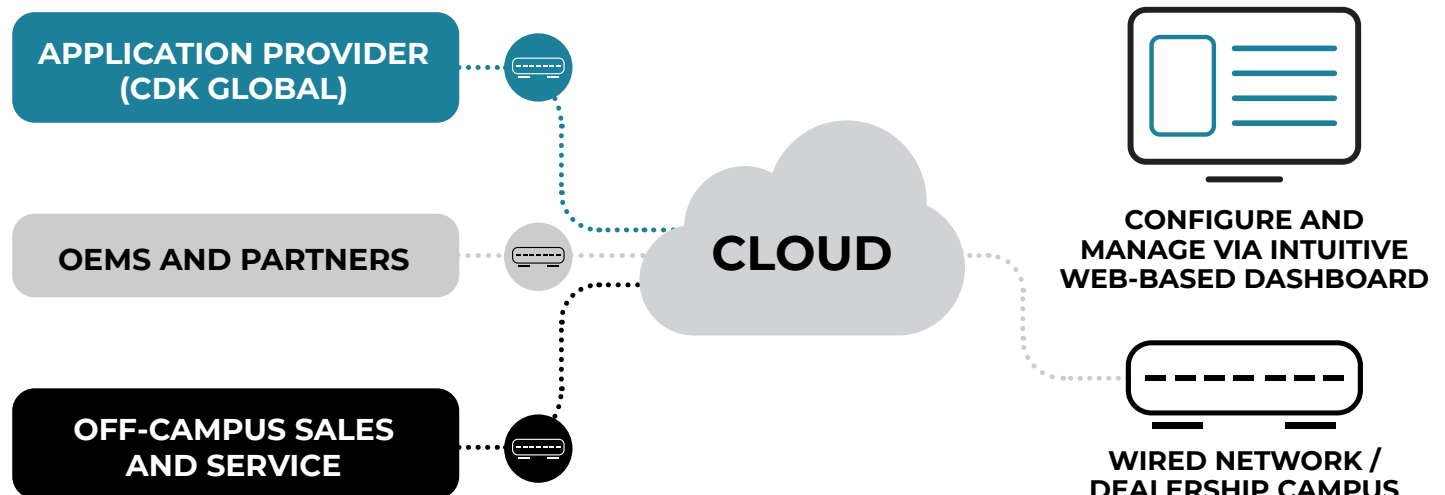
# What Is SD-WAN?

**SD-WAN combines the benefits of the cloud, the bandwidth of broadband and existing enterprise-wide network infrastructure to more efficiently and cost effectively transmit media (data, video, voice) and quickly access cloud applications from every location in the network.**

Here's the difference: unlike an MPLS connection, SD-WAN creates a flexible, resilient and secure network. It enables you to use multiple and different broadband connections and manages these automatically to give your dealership the best possible internet connection.

### SD-WAN helps to:

• Protect against outages

• Prioritize business applications

• Strengthen unified communications
  (e.g., email, instant messaging, voice, click-to-dial, presence, video conferencing)

Having fast, reliable and resilient internet access is more important than ever to keep your dealership, franchises and customers connected, productive and secure. Your dealership also requires the flexibility to purchase broadband services from the provider of your choosing, so you can optimize your network your way.

**APPLICATION PROVIDER (CDK GLOBAL)**

**OEMS AND PARTNERS**

**OFF-CAMPUS SALES AND SERVICE**

**CLOUD**

**CONFIGURE AND MANAGE VIA INTUITIVE WEB-BASED DASHBOARD**

**WIRED NETWORK / DEALERSHIP CAMPUS**

# Benefits of Switching to SD-WAN

**SD-WAN is gaining widespread adoption. It's proven to deliver the scalability, affordability, and flexibility that businesses need to support today's evolving technological landscape.**

### Protect Against Internet Outages

SD-WAN is the traffic cop that quickly reroutes your internet connection in case of poor performance or an outage. It oversees your internet connections and automatically adjusts the traffic — in the quickest way — so your dealership stays online..

### Monitor All Internet Circuits for Performance and Health

Monitoring all network activity can quickly alert the dealer of problems and enable the remote remediation of issues. In addition, dealers can quickly see real-time analytics and reporting..

### Prioritize Access to Business Apps Over Streaming Videos

Offering Wi-Fi to your customers makes for a great customer experience. Now you can do that without worrying about the impact to your business-critical apps. SD-WAN technology will keep your DMS connection strong, even when customers are streaming videos or checking Facebook.

### Cost Effective

SD-WAN delivers powerful productivity savings, plus network performance boosters, flexibility, management tools, visibility, analytics and remote control features. These features are either done automatically by the software or quickly and easily by your staff, freeing them up for other more critical duties.

**77%**

Of users who now **manage their WAN through software.**[7]

**$8.4B**

Estimated size of **SD-WAN market by 2025.**[8]

**34.5%**

Rate at which **revenue from SD-WAN is increasing each year.**[9]

# Your On-Ramp to the Cloud

**SD-WAN optimizes traffic and network use to allow faster, more reliable internet access that keeps dealers, customers and dealer groups online.**
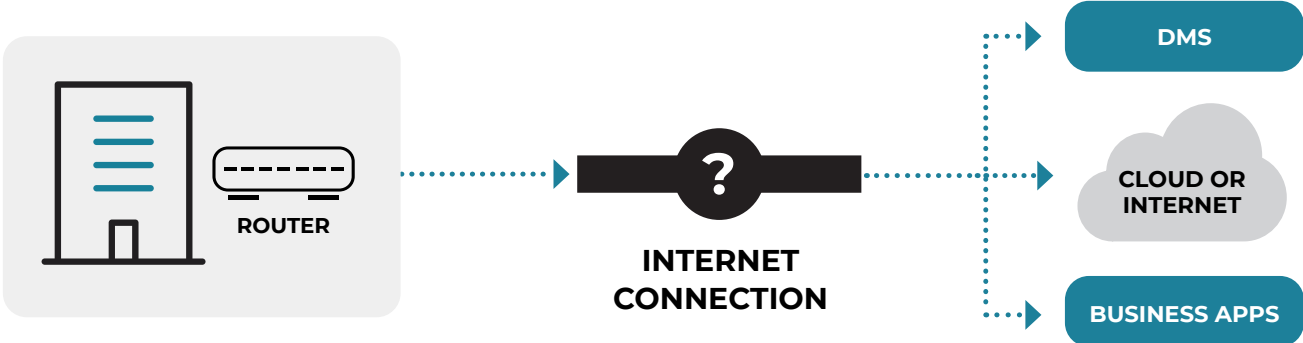
SD-WAN maximizes your circuits and provides you with the best connection possible. So if one circuit runs slowly, your SD-WAN will switch to the faster circuit automatically. It knows what applications are business critical, and prioritizes them accordingly.

When connectivity issues and circuit failures are frequent, SD-WAN manages connectivity, keeping your dealership online when others cannot.

## DEALERSHIP WITH SD-WAN



SD-WAN

INTERNET CONNECTIONS

DMS

CLOUD OR INTERNET

BUSINESS APPS
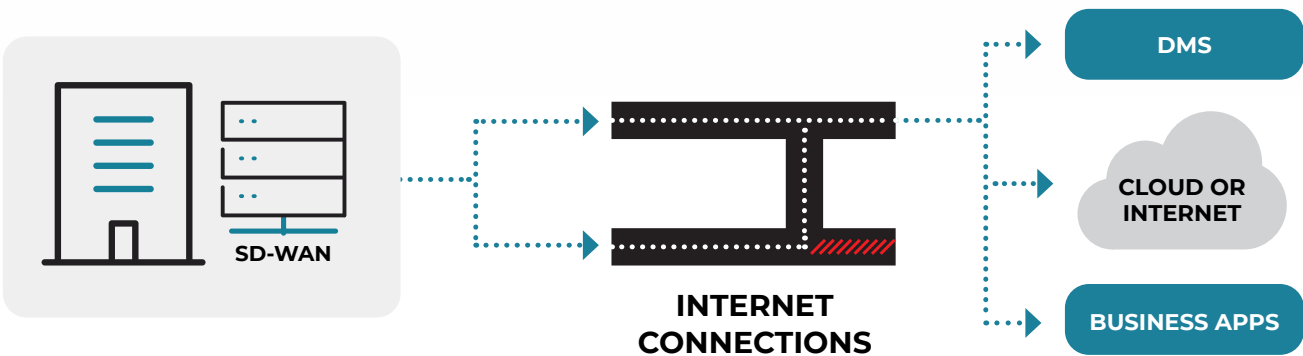
## DEALERSHIP WITHOUT SD-WAN



ROUTER

INTERNET CONNECTION

DMS

CLOUD OR INTERNET

BUSINESS APPS

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**vmware**®

# SD-WAN Is the Answer

**Get online. Stay connected. Increase performance.**

Having fast, reliable and secure internet access will separate your dealership from the competition. Optimizing internet-based application traffic with an SD-WAN solution, like CDK Cloud Connect, powered by VMware SD-WAN™.

VMware SD-WAN simplifies branch WAN networking by automating deployment and improving performance over private, broadband internet and LTE links for today's increasingly distributed enterprises. VMware SD-WAN includes: a choice of public, private or hybrid cloud network for enterprise-grade connection to cloud and enterprise applications; branch office enterprise appliances and optional data center appliances; software-defined control and automation; and virtual services delivery.

**Allows you to prioritize critical business applications**

**Provides managed service 24x7x365 monitoring**

**Delivers high availability, and fast and reliable failover capabilities**

**To learn how you can help secure your network, contact your local CDK Sales Representative or visit cdkglobal.com/dealership-operations/networking.**

SD-WAN delivers powerful productivity savings, plus network performance boosters, flexibility, management tools, visibility, analytics and remote control features. These features are either done automatically by the software or quickly and easily by your staff, freeing them up for other more critical duties.

## Why CDK IT Solutions?

Our IT Solutions help you stay competitive with an enterprise grade, secure network designed to meet your needs and budget. Our team enables dealers to focus on selling vehicles and servicing their customers by providing reliable, trusted and secure IT solutions that help reduce expenses, protect against cyberthreats and increase productivity.

**Largest IT Solutions provider in the industry**

**20+ years of proven experience**

**Over 8,500 networks built and monitored**

**More than 10,000 sites supported with IT services**

**Over 4,000 dealers use our Managed IT Services**

# Resources

[1] https://resources.bigleaf.net/blog-post/keeping-auto-dealerships-connected-to-the-cloud-with-sd-wan

[2] https://www.gartner.com/en/newsroom/press-releases/2022-02-09-gartner-says-more-than-half-of-enterprise-it-spending

[3] https://resources.flexera.com/web/pdf/Flexera-State-of-the-Cloud-Report-2022.
 pdf?elqTrackId=f3bb660986704d2980404386aa003141&elqaid=6925&elqat=2&_gl=1*1xr6e6i*_gcl_

[4] https://datareportal.com/reports/digital-2022-july-global-statshot

[5] https://www.cisco.com/c/en/us/solutions/collateral/executive-perspectives/annual-internet-report/whitepaper-c11-741490.html

[6] Autotrader: "Car Buyer of the Future Study"

[7,8,9] https://www.datamation.com/networks/sd-wan-software/

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