



# Network ... or NOTwork?

Turn your dealership's network  
into a secure, strategic asset



# Network ... or NOTwork?

Turn your dealership's network into a strategic asset

This eBook will teach you the advantages and risks associated with the backbone of your dealership ... your network. You will learn valuable insights on how to:

- **Avoid** network pitfalls
- **Optimize** network speed
- **Realize** how your network stacks up against industry standards
- **Obtain** Wi-Fi design, coverage and security wisdom
- **Secure** your dealership and customer data

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# Network

Your dealership network generally includes your Internet, Wi-Fi, routers, switches, firewall, intrusion prevention and bandwidth. It is the backbone of your dealership.

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## Potential Risks

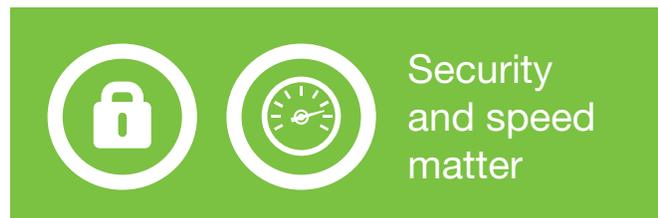
**Security and speed matter.** A slow, unsecure network can mean:

1 Your applications and software may not function properly

2 Your everyday reports and transactions may be paralyzing your network

3 Your employee Internet downloads are bogging down your network

4 Your employee productivity and your dealership as a whole will come to a crawl



5 You need a redundant Data Center and network outage backup plan

*Is your network secure from intrusion by the outside?*

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Security  
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# The Router

Your router is responsible for connecting the various parts of your network. It links your devices to the Internet and picks the best paths so everything moves as smoothly as possible. However, your router has its limitations.

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## Potential Risks

The link between your router and Internet speed:

1 Routers have a finite amount of data they can process ... even if you upgrade your Internet connection, your current network equipment may be preventing you from taking full advantage of it

2 A slow firewall router can limit your Internet speed



*To see the true speed output of your router, go to [speedofme.com](http://speedofme.com)*

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# Web Filtering

Web filtering is a way to control which websites can be viewed from your network. It helps you restrict or allow access to sites by employees and customers.

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## Potential Risks

Web filtering helps to eliminate:

- 1 Productivity-impacting websites, like social media and games
- 2 Sites that can use up large amounts of bandwidth
- 3 Peer-to-peer file sharing, bit torrent, and malicious code sites, like Warez, Box, and Pirate Bay (there are legal, network performance, business security and productivity concerns with all three of these)
- 4 Harassment and exposure to litigation due to people viewing and sharing inappropriate materials



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# Intrusion Prevention

Intrusion prevention assists in blocking hackers who are targeting your dealership. It helps to hamper phishing attacks and Trojan viruses before they invade your network.

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## Potential Risks

A data breach could put you at risk for consequences related to various regulatory requirements, including:

-  **1 Graham-Leach-Bliley Act (GLBA)** – Includes provisions to protect consumers' personal financial information held by financial institutions (the FTC includes dealers who offer financing to be part of this group)
-  **3 Payment Card Industry Data Security Standards (PCI DSS)** – If you store, transmit or process credit cards, you must comply with this standard, which includes managed intrusion prevention (see your QSA for more details)

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# Hostile Access

When you allow third-party vendors access to your data and your network, you may be giving them more control than you think. Vendors can be doing data pulls or other bandwidth-using actions without you even knowing it.

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## Potential Risks

Example of a third party's actions affecting an entire dealership:

- At 2:00 p.m. every day, a dealership's entire network was slowing to a crawl
- The equipment appeared to be in perfect working order
- After further investigation, they found that a third-party vendor was doing a large data pull daily at 2:00 p.m



*When you stop using a third-party vendor, can you immediately remove the ability to access your data?*

*Do you know who has access to your network?*

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# Wireless (Wi-Fi)

Your Wi-Fi is responsible for keeping everyone in your dealership connected to each other and your software. There are three ways to set it up:

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## Option 1

Set up a separate wireless infrastructure with a dedicated internet connection

## Option 2

Run wireless access points on your current wired network

## Option 3

Set up a separate VLAN or virtual network for wireless access points on your wired network

## Potential Risks

With the first two setup options, you run significant risks to the safety and efficiency of your network:



**Option 1** – With a separate Internet connection, you won't have the intrusion prevention or web filtering on the new network

**Option 2** – If you simply plug access points into your current wired network, you give everyone direct access to your network – exposing your data and your customers' data

*By choosing the third option, you can be confident that your network is secure:*



*Option 3 – By creating a virtual network (VLAN) off your wired network, you keep the speeds and access controls separate but enjoy the benefits of the web filtering and intrusion prevention*

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# Next Step

## Free Network Security Assessment

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Depending on availability, CDK Global clients may obtain a **Network Security Dashboard** to assess their network security.

This informative overview provides insights into:

- Real-time monitoring
- Remote access provisions (VPN)
- Network speed (both wired and wireless)
- Wireless coverage
- Wired and wireless security
- Real-time monitoring for breaches
- Network reliability

Additionally, the Dashboard provides suggestions on how you can maximize your efforts as it relates to the areas of potential exposure.

Contact [ds.telesales@cdk.com](mailto:ds.telesales@cdk.com) to determine if you are eligible to receive a personalized network assessment.



Visit [cdkglobal.com/networktest](https://cdkglobal.com/networktest) to learn the security and speed of your network.