# **Dealertrack DMS - CARVIM Use-Case**



As part of Cox Automotive Enterprise, Dealertrack Dealer Management System, (DMS) develops technology solutions to provide dealerships with access to vehicle information.

Dealertrack DMS is a leading vehicle information provider, that provides digital information pertaining to vehicle specifications and inventory throughout the United States and Canada.

Seeking continued improvement for the speed and accuracy of vehicle information, Dealertrack DMS decided to integrate with CARVIM, more specifically the CARVIM Inventory Management System (IMS).

Dealerships need information quickly! They may need information such as, specific vehicle parts, whereby access to that information may impact the dealerships prompt delivery of their sales and service efforts.

Prior to Dealertrack’s DMS integration with CARVIM IMS, all of Dealertrack’s DMS vehicle inventory data was hosted on Dealertrack’s DMS systems. Vehicle inventory data was delivered to Dealertrack DMS from a manufacturer’s file feeds, or by a report with data that had been manually entered. With the integration of CARVIM IMS, Dealertrack DMS no longer has to store vehicle inventory data, as CARVIM does all that work for Dealertrack DMS in gathering and providing vehicle specifications and inventory reports.