DealerFlow Cloud™ — Market Requirements Document (MRD)

Company: AxleWave Technologies | Date: 2025-08-10

Confidential — Google Docs–compatible .docx export

# 1. Market Problem

Dealers run fragmented, legacy DMS/CRM/accounting systems with limited interoperability, hindering customer experience and operational efficiency. OEM programs demand faster digital retail and more accurate, timely data.

# 2. Target Segments & ICP

* Franchise dealer groups (5–200 rooftops) modernizing tech stack.
* Single-point franchises seeking cloud-native operations.
* OEM programs requiring certified digital retail & data exchange.

# 3. TAM / SAM / SOM (Top-Down Estimate)

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| --- | --- | --- | --- |
| Scope | Units / Orgs | ARPU Assumption | Market Size (USD) |
| TAM (global franchised dealers) | ~40,000 | $60k/yr | ~$2.4B |
| SAM (North America) | ~18,000 | $60k/yr | ~$1.1B |
| SOM (next 3 yrs) | 1,000 orgs | $65k/yr | ~$65M |

# 4. Competitive Landscape

* Legacy DMS incumbents with deep OEM certifications and accounting breadth.
* New cloud entrants emphasizing UX, open APIs, and faster innovation.
* Point solutions (CRM, service scheduling, loaner management).

# 5. Differentiation & Value Proposition

* Unified retail OS across sales, service, parts, CRM, and accounting.
* AI copilots for desking, service triage, and month-end close.
* Open platform: GraphQL/REST, events, SDKs, and marketplace.
* Modern UX and mobile-first workflows for advisors and salespeople.

# 6. Pricing & Packaging (Draft)

* Core Platform (per rooftop): tiers by volume and module set.
* Add-ons: OEM adapters, advanced analytics, call center/BDC, data lake.
* Implementation: fixed-fee + migration + training; partner-led option.

# 7. GTM Plan (First 12 Months)

* Design partner program with 10–15 dealer groups (co-build features).
* OEM certifications for top 5 brands by rooftop count.
* Alliances with lenders, payments, service kiosks, and call tracking.
* Thought leadership + industry events; referenceable case studies.

# 8. Risks

* Switching costs from legacy systems; need for strong migration tooling.
* OEM certification timelines may delay sales cycles.
* Change management and training requirements across stores.