

Auto/Mate Integrates with Digital Contracting from F&I Solutions Provider Dealertrack

ALBANY, N.Y., and NORTH HILLS, N.Y., January 11, 2021 — [Auto/Mate](#), a business unit of [DealerSocket](#), and F&I solutions provider Dealertrack today announce a new integration that connects Auto/Mate's award-winning Dealership Management System (DMS) to Dealertrack's Digital Contracting. The real-time data exchange is designed to streamline and automate a dealer's digital contracting process, resulting in seamless contract submission, reduced errors from manual data entry, and faster deal funding.

Auto/Mate users simply log into Dealertrack Digital Contracting and enter the deal number to import the contract information from the DMS and populate the required data fields. All that is left is contract validation, having the customer sign electronically, and submission to the finance source for funding.

"Since the acquisition of Auto/Mate, we have directed significant investments toward streamlining workflows, reducing keystrokes, and addressing what matters most to dealers when it comes to their F&I operations: faster funding and reduced contracts in transit," said DealerSocket Chief Product and Technology Officer Alok Tyagi. "Today's announced integration with Dealertrack Digital Contracting accomplishes all three while giving our customers access to one of the industry's leading providers of digital contracting."

Recent Dealertrack user studies¹ reveal that 60% of dealership F&I staff who have not yet adopted an eContracting solution feel DMS integration is the most important capability they lack.

"We view the DMS as the core of a dealer's business and an enabler of everything they do. That's why this integration with Dealertrack is so important, as digital contracting and eContracting represent a critical step toward delivering a digital car-buying experience," said Tony Graham, executive vice president and general manager of Auto/Mate. "Enabling a seamless flow of data while preserving data integrity is equally critical for dealership employees operating in a fast-paced, results-oriented environment, and the elimination of unnecessary paper-pushing and user errors often results in steadier cash flow for the dealer."

Cheryl Miller, vice president of operations for Dealertrack F&I Solutions, added: "With the addition of the Auto/Mate DMS integration, we advance our goal to have as many dealerships as possible benefitting from the ease of use of the completely digital contracting workflow that Dealertrack Digital Contracting can provide."

Auto/Mate DMS customers must be on Dealertrack uniFI and signed up for the platform's digital contracting enhancement to take advantage of the new integration.

For more information on Auto/Mate's digital contracting features, visit www.automate.com/dms/variable-ops/sales-finance-module/econtracting-feature/.

¹ Source: 2019 eContracting/Digital Contracting Research Study; (size=84)

About DealerSocket

DealerSocket is a leading software provider to franchised and independent dealerships in the United States, Canada, and Australia. Our award-winning, innovative software solutions simplify dealership operations and increase efficiency to help dealers grow their business and maximize profitability. Our tools are seamless, easy to use, and designed to meet the needs of dealerships of all sizes – from small operations to the industry's largest dealer groups. We currently serve 9,000 dealerships and more than 400,000 users with an integrated suite of solutions, including [Customer Relationship Management \(CRM\)](#), Dealership Management System ([Auto/Mate DMS](#) and [IDMS specifically for independent dealerships](#)), [Inventory Management \(Inventory+\)](#), [Websites \(DealerFire\)](#), [Digital Retailing \(PrecisePrice\)](#), and [Data and Equity Mining \(RevenueRadar\)](#). Our team is dedicated to the success of our dealership customers and strive to offer best-in-class customer service every day. DealerSocket team members are former dealership employees and software industry experts who live by our taglines of “By Car People for Car People” and “We Are Automotive.” For more information, visit DealerSocket.com, or follow us on [Twitter](#), [LinkedIn](#), and [Facebook](#).

About Dealertrack

Dealertrack provides industry-leading software solutions that give dealerships and lenders the confidence to thrive in an ever-changing automotive market. The company's integrated suite of powerful but easy-to-use products helps dealerships, lenders, providers, and their partners grow by increasing efficiency and improving decision-making. The Dealertrack Ohio Registration & Titling solution, delivers a unique combination of industry-leading technology, best-in-class service and support, and an unwavering commitment to compliance that can help mitigate margin compression, maximize profitability, and help you deliver the start-to-finish experience your customers expect. Dealertrack is part of the Cox Automotive family, a company that is transforming the way, the world buys, sells, owns and uses cars. Dealertrack – along with its unmatched network of dealership and lending partners – is improving the car buying experience by embracing the technologies that will shape the future of automotive retail. For more information about Dealertrack, visit www.dealertrack.com.

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