



# DealerTrack

DealerTrack Keeps Auto Dealers and Lenders Connected with the Help of Business Service Management Solutions from BMC Software

## DealerTrack®

**Geography**  
USA

**Industry**  
Information Technology

**Business Need**  
Ensure high availability of DealerTrack's on-demand software and data solutions that its 22,000 plus auto dealer and financing customers rely on to support and streamline the car-buying process.

**Solution**  
DealerTrack uses BMC Business Service Management solutions to monitor its IT infrastructure, detect and report events, and track and manage incidents and problems based on priorities and impact to the business applications. The company is deploying additional BMC solutions to automate asset discovery, enhance the management of physical IT assets, and model how the IT environment supports key business services.

- Results**
- > High availability ensures that DealerTrack's network is accessible to help dealers sell cars quickly and efficiently.
  - > Ability to detect issues with partner systems speeds problem resolution and enables DealerTrack to monitor the performance of its network of auto dealers, lenders and other providers.
  - > Insight into capacity requirements helps staff to predict future needs.
  - > Ability to automate tasks saves time and provides a rich source of information for root-cause analysis.

“DealerTrack’s network provides products and services that help auto dealers conduct business more profitably and efficiently, and makes buying a car faster and easier for the consumer. Business Service Management from BMC Software helps us keep our on-demand products and services available and running at peak performance. Faster transmission of data between dealers and lenders helps them close deals in less time.”

**Charles J. Giglia**  
Senior Vice President and Chief Information Officer  
DealerTrack

Buying a car today is faster and easier than it was just a few years ago. Gone are the days when the dealer manually filled out a credit application for the buyer, faxed it to a financial institution, and waited anywhere from 30 minutes to several hours to get a credit approval. Today, thanks to DealerTrack, a leading provider of on-demand software and data solutions for the automotive retail industry in the United States, auto dealers can fill out a credit application online, submit it with a few clicks, and get an initial approval in seconds. DealerTrack’s electronic credit application tool and its other products and services have streamlined the car-buying process by eliminating cumbersome manual processes, making auto dealers more productive.

“Using DealerTrack has become an essential way for many dealers to conduct business,” says Charles J. Giglia, senior vice president and chief information officer, DealerTrack. “Therefore, the quality, availability, and reliability of our services are crucial. Business Service Management from BMC is helping us deliver top-notch service to our customers.”

### LAYING THE GROUNDWORK FOR RAPID GROWTH

When DealerTrack was founded in February 2001, there were fewer than 20 employees and only a handful of auto dealers and financing sources as its customers. “Initially, we had very limited tools to keep track of how well our infrastructure was performing,” recalls Chris DeMeo, director of infrastructure engineering. “As the business grew, we could see that we needed a comprehensive way to track what was happening with our critical business applications. We knew that if dealers couldn’t get credit applications to lenders right away, they’d have to tell their customers to come back another time. If that happens, there’s always the risk that the buyer will find a car at another dealership.”

DealerTrack tackled this business challenge by implementing BMC® Performance Manager solutions to monitor databases, infrastructure components, and applications running across diverse platforms. These solutions keep the infrastructure running smoothly by alerting the network operations staff to conditions that might disrupt critical systems. Alerts and notifications are consolidated in a single console that provides quick insight into issues and enables staff to correlate events for rapid resolution. Notifications are routed automatically by e-mail and pager, so staff members are alerted even when they are not viewing the management console.

“With BMC Performance Manager, we are able to detect any backlog or slowdown and alert our staff right away. We often see the slowdown before it affects the customer, and can be proactive in addressing a potential problem sooner.”

Daniel Olejnik  
Senior Manager, IT Service Management Solutions  
DealerTrack

#### Key Products Used

- > BMC® Performance Manager for Servers
- > BMC® Performance Manager for Databases
- > BMC® Performance Manager for Internet Servers
- > BMC® Performance Manager for HP Insight Manager
- > BMC® Performance Manager Portal
- > BMC® Remedy® IT Service Management Suite (including BMC® Remedy® Service Desk)
- > BMC® Atrium™ CMDB
- > BMC® Topology Discovery
- > BMC® Service Impact Manager
- > BMC® Impact Explorer 5.1
- > AlarmPoint

BMC Performance Manager identifies problems not only within the DealerTrack infrastructure, but also in its interactions with its customers’ systems. “For each lender, we know how many applications are typically in the queue for processing and how long processing should take,” explains Daniel Olejnik, senior manager, IT service management solutions. “With BMC Performance Manager, we are able to detect any backlog or slowdown and alert our staff right away. We often see the slowdown before it affects the customer, and can be proactive in addressing a potential problem sooner.”

#### CREATING BUSINESS SUCCESS THROUGH BSM

BMC Performance Manager has laid the foundation for DealerTrack’s move to a comprehensive BSM strategy. “Like every business, we want to sell more products and expand our client base,” Giglia says. “The primary delivery mechanism for our products is technology, so it’s crucial that our technology is there for our clients when they need it, in a way that meets their expectations. BSM is helping us align our technology directly with these business goals and ensures that we can provide a platform our clients can count on to make their operations more efficient.”

DealerTrack’s path to BSM includes the implementation of a number of other BMC solutions, including:

- > BMC® Remedy® IT Service Management solutions
- > BMC® Atrium™ Configuration Management Database (CMDB)
- > BMC® Service Impact Manager
- > BMC® Topology Discovery

The Atrium CMDB serves as a central repository for data and processes that define the IT infrastructure, so the staff can gain a much more robust view of the linkages between infrastructure components and the business services they support. If a problem occurs, staff can now immediately understand which business services are affected and what the impact of the disruption is on the business. DealerTrack is using BMC Topology Discovery to populate the CMDB. “In the past, our support staff had difficulty linking an incident to a business function. With BSM they have the ability to prioritize problems based on their business importance and troubleshoot problems more quickly to improve service delivery to our clients,” DeMeo says.

The staff plans to use the BMC® Remedy® Asset Management component of the IT Service Management Suite to improve tracking of physical IT resources throughout the asset lifecycle. “We will attach barcodes to IT assets when they are received and scan them into the system,” DeMeo says. “This will allow us to track an asset from the time it goes into service all the way through to disposal.”

#### DELIVERING BUSINESS BENEFITS

According to Giglia, BSM solutions from BMC help DealerTrack improve service quality by enabling the staff to proactively tackle problems to minimize any performance degradation and disruptions. The products are also providing insight into capacity requirements, enabling the staff to predict future needs. As a result, resource needs can be identified in a timely manner to sustain the performance DealerTrack’s business requires.

The ability to automate tasks, such as generating tickets in BMC® Remedy® Service Desk based on problems detected by the event monitoring applications, saves staff time and provides a rich source of information for identifying the root cause of recurring problems. Overall, the solutions have boosted productivity and reduced costs while enabling DealerTrack to deliver high-quality service to a rapidly expanding customer base.

“Ultimately, the BMC solutions will help us describe the role of IT in monetary terms. With the Atrium CMDB and our BMC software tools, we can tie financial information into our performance analysis and better understand the benefits of effective infrastructure management to our business and our customers.” DeMeo says.

## CUSTOMER'S FINAL WORDS

"The analogy I like to use for our BSM implementation is that we're changing the tires as we're going down the road at 60 miles an hour," Giglia concludes. "We don't have the luxury of stopping the operations of our business to reconfigure IT. The benefit of BSM from BMC is that we can implement it over time. And we can realize the benefits of BSM, while we continue to update and expand our infrastructure to move the business forward."

## About DealerTrack

DealerTrack is a leading provider of on-demand software and data solutions for the automotive retail industry in the United States. The company uses the Internet to link automotive dealers with banks, finance companies, credit unions and other financing sources, and other service and information providers, such as the major credit reporting agencies. Its network includes more than 22,000 automotive dealers, including over 85 percent of all franchised dealers; over 300 financing sources; and other service and information providers to the automotive retail industry.

## About BMC Software

BMC Software delivers the solutions IT needs to increase business value through better management of technology and IT processes. Our industry-leading Business Service Management solutions help you reduce cost, lower risk of business disruption, and benefit from an IT infrastructure built to support business growth and flexibility. Only BMC provides best practice IT processes, automated technology management, and award-winning BMC® Atrium™ technologies that offer a shared view into how IT services support business priorities. Known for enterprise solutions that span mainframe, distributed systems, and end-user devices, BMC also delivers solutions that address the unique challenges of the mid-sized business. Founded in 1980, BMC has offices worldwide and fiscal 2006 revenues of more than \$1.49 billion. Activate your business with the power of IT. [www.bmc.com](http://www.bmc.com).



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