

Reynolds DMS Data Movement Options

	Dealer-Driven Downloads		Dealer-Automated Downloads		Reynolds Certified Interface (RCI) Program
		Custom Reports	DMS	WEB	
Description	Dealer views and exports DMS data for internal analysis or for manual movement to third-party vendors.	Dealer orders and uses customized reports or data files for internal analysis or for manual movement to third-party vendors.	Reynolds will export vehicle inventory data to a dealership-hosted secure destination on a daily basis.	Daily automated publishing of enhanced vehicle inventory data and photos from your website to approved third-party vendors.	Choose to partner with vendors that have certified, comprehensive integration to ERA® and/or POWER, including: <ul style="list-style-type: none"> • Batch and real-time interfaces. • One-way and bi-directional data movement. • Secure transport protocols. • Guaranteed delivery of transaction data. • Integration with key DMS business areas.
Availability	Included with DMS.	Service available to all dealerships using Reynolds DMS.	Service available to all dealerships using Reynolds DMS.	Service available to dealerships using a website by Naked Lime Marketing, regardless of DMS.	Service available to Reynolds-certified vendors. Currently over 100 vendors are certified.
Business Uses	Departmental reporting, enterprise management, providing batch data to third parties.	Customized reporting for when standard reports do not meet dealer's unique data requirements.	Dealers can utilize this information in any way they deem necessary (i.e. populating websites, vehicle sales portals, internal dealership purposes, etc.).	Daily automated vehicle inventory export, with photos, to Dealership websites or vehicle sales portals.	Advanced, comprehensive integration with third parties, not including vehicle photos.
Requirements	None – included with DMS and self-managed by dealership.	Varies with request. Contact the Technical Assistance Center for more information.	ERA <ul style="list-style-type: none"> • Upon request with order. POWER <ul style="list-style-type: none"> • Upon request with order. • Data agreement with vendor. 	<ul style="list-style-type: none"> • Upon request with order for use only with Naked Lime Websites. • Reynolds Data Agreement with vendor. 	Vendor interface certified by Reynolds.
Examples	ERA <ul style="list-style-type: none"> • Report Generator (6910) • Download Report Wizard POWER <ul style="list-style-type: none"> • Report (RPT) • Enterprise Report Manager (ERM) 	ERA <ul style="list-style-type: none"> • Custom Reports created by Reynolds POWER <ul style="list-style-type: none"> • User Programming (UPS) • Posting Data Upload (PDU) 	ERA <ul style="list-style-type: none"> • Automated Vehicle Inventory Download (AVID) POWER <ul style="list-style-type: none"> • Vehicle Data Transfer 	Data Exports for Naked Lime Websites	Reynolds Certified Interface Program
Technical Support	ERA: 800.767.0080 POWER: 888.999.6348	ERA: 800.767.0080 POWER: 888.999.6348	ERA: 800.767.0080 POWER: 888.999.6348	Dealer: 800.501.8305 Vendor: 855.NKD.LIME	First Call: Certified Vendor Second Call ERA: 800.767.0080 Second Call POWER: 888.999.6348
For More Information	ERA: 800.767.0080 POWER: 888.999.6348	Account Manager OR 800.767.7879	Account Manager OR 800.767.7879	Account Manager OR 855.NKD.LIME	Reynolds Certified Interface Team: Certified_Interface@reyrey.com 937.485.0402



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