



neuron

Intelligent Automotive Retail

CDK Neuron is an intelligence engine that combines rich market data, leading analytics and artificial intelligence with decades of automotive industry expertise to create actionable insights that help automotive retail companies drive more sales and increase profitability.



Rich Market Data

Access to the most comprehensive set of curated data



Leading Analytics

Utilize sophisticated data modeling and AI for predictive insights



Insight-driven Solutions

Differentiate from the competition through workflow efficiencies and personalized experiences

As an automotive retail company, you have access to an abundance of data about your business, your customers, their vehicles, and every transaction that happens between them. However, this data is siloed and fragmented, which makes it difficult to unlock its full potential.

Most dealers and OEMs simply don't have the resources or time to identify data trends and make predictions that will help solve business problems and improve profitability.

This creates missed opportunities to streamline workflows and engage with your customers in a way that sets you apart from your competitors.

Combining data with advanced analytics and artificial intelligence can bring that data to life to create new opportunities for your business so you can work smarter and faster.

DEALERS

Use data to find answers for how to improve Sales, Marketing and Service outcomes and build trust with your customers.

OEMS

Our solutions provide the insights and tools you need to react more quickly to market changes and help your dealers perform at their best.

ISVS

Use intelligent, insight-driven APIs to create unique solutions that help automotive retail companies succeed.

CONNECTIONS THAT MOVE YOU

Intelligence / DMS / IT Solutions / Digital Sales / CRM / F&I / Fixed Operations

CDK GLOBAL

Learn more at [Neuron.ai](https://neuron.ai)

Transforming Data Into **Intelligent Action**

At CDK Global, we believe companies operate better when they have the insights and software tools to act on their data. Our solutions are infused with data insights and intelligence to help our customers reveal the true potential of their business.



INSIGHTS

Performance dashboards, insights, reporting and data services give automotive retail companies greater knowledge of their business.

Neuron looks for trends, behaviors and patterns and turns data into simple, actionable insights that allow decision makers to intelligently solve business problems and identify opportunities.



APPS

Innovative Apps enhance CDK solutions with new features that help dealers work more efficiently.

Using real-time and historical data combined with sophisticated data modeling and AI, Neuron provides predictive insights that help you sell more vehicles and provide better service to your customers.

Find our Apps on the Fortellis Automotive Commerce Exchange™.



APIs

Application Program Interfaces (APIs) infused with Neuron intelligence and insights allow software developers to integrate and build new off-the-shelf solutions that deliver real business value to automotive retail companies.

APIs are available on the Fortellis Automotive Commerce Exchange™.



CDK Global is a pioneer in automotive retail with decades of experience in data curation, analytics and artificial intelligence.

Because we've been servicing dealers and OEMs for more than 40 years, we've developed an unparalleled depth of domain expertise and knowledge of the automotive industry.

From accounting to fixed ops, from digital retail to modern mobility, our intuitive wisdom is used industry-wide to help our customers extract understanding that drives value from data.

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