

South America Automotive Dealer Management System Market Segmented By Service Type (Cloud Based, On Site), By End Use (Public, Private), By Application (Inventory Management, Dealer Tracking, Customer Relationship Management, Others), By Country, Competition, Opportunity, and Forecast, 2018-2028F

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Abstracts

South America Automotive Dealer Management System market is predicted to proliferate during the upcoming period, owing to the increased demand for software and services for the same by automotive dealers. For the upcoming years, the growing number of dealerships, franchises, and automotive retailers is projected to drive the demand for the automotive dealer management system market. Automobile demand has increased as a result of growing urbanisation and a rapidly growing population. Rising disposable income among the population ensures an increase in automotive sales, which is expected to support the demand of the automotive dealer management system across the South America region for the upcoming period.

Automotive Dealer management systems (DMS) allow a dealership to perform all day-to-day functions such as sales operations, financing operations, service operations, among others, for proper operation of the dealership's functions. Automotive DMS allows dealers to improve every aspect of their business by combining all the tools they require on a single platform. With all of dealership's daily transactions in one place, the user can run the business more efficiently. The system can be used for managing respective inventories, creating point-of-sale invoices, monitoring service history, or follow-up on leads, in a single solution.

Dealers can manage their entire business in one cloud-based dealership software application using software integrations available with automotive DMS, allowing business owners to monitor all dealership operations more easily. The software integrations allow streamlined and user-friendly exchange of information between all operational areas of the automotive dealerships that are powered by the software.

Growing Vehicle Sales is Fueling the Market Growth

Consumers have recently expressed a strong desire for both personal and commercial vehicles. Automobile sales are increasing as the population's demand to own their own vehicles rises. To overcome the scattered data of multiple sales and similar concerns during automotive dealerships, software such as automotive dealer management system adds to the convenience of sales and the maintenance of better customer relationships. Rising demand for software to manage vehicle transactions effectively and efficiently is driving the growth of the South America automotive dealer management system market for the upcoming years. The number of new vehicles registered or sold across South America in 2021 was more than 3.5 million units. Although the automotive industry was severely harmed by the pandemic's structural regulations as a result of COVID-19 ban, the region experienced a high number of new vehicle transactions in 2021.

Investments & Technological Advancements Accelerate the Market Growth

The technological evolution of dealer management systems is driving the market for the upcoming years. Better CRM (Customer Relationship Management) and ERP (Enterprise Resource Planning) approaches enable dealers with multiple operational benefits that includes tracking of regular sales, part replacement, warranty claims, giving feedback & grievances, business intelligence services, etc. that leads to the increased sales and adding product values in the market. Furthermore, increasing investment in technological advancement, rapid adoption of cloud-based technology, and rapid transition from paperwork to cloud-based data storage contribute to the growth of the automotive dealer management system market for the forecast period.

Expanding Artificial Intelligence (AI) Technology is Stimulating the Market Growth

Artificial intelligence is also important in improving the services provided by automotive dealer management systems. Due to the incorporation of artificial intelligence with dealer management systems (DMS), the improved commissions and insurance calculations, along with the campaign management-like services are substantiating the

growth of the South America automotive dealer management system market for the upcoming years. The AI provides real-time visibility, simplified business operations, and engaging customer communication along with targeted sales reporting to the AI enabled dealer management systems.

Market Segmentation

Based on service type, the market is segmented into cloud based and on site. Based on end use, the market is divided into public and private. Based on application, the market is fragmented into inventory management, dealer tracking, customer relationship management and others. The market analysis also studies the country segmentation to devise country market segmentation, divided among Brazil, Argentina, Colombia, Chile, Peru, Ecuador, Venezuela and Bolivia.

Company Profiles

Keyloop Holdings (UK) Limited, The Reynolds and Reynolds Company, Dominion Enterprises, incadea GmbH, International Business Machines Corporation, Autofusion Inc., BiT Dealership Software, Inc., Blue Skies Business Solutions Inc., Dealer Track Holdings Inc., VinSolutions, Inc., are among the major market players in the South America platform that lead the market growth of the South America Automotive Dealer Management System market.

Report Scope:

In this report, the South America Automotive Dealer Management System market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

South America Automotive Dealer Management System Market, By Service Type:

Cloud

On Site

South America Automotive Dealer Management System Market, By End Use:

Public

Private

South America Automotive Dealer Management System Market, By Application:

Inventory Management

Dealer Tracking

Customer Relationship Management

Others

South America Automotive Dealer Management System Market, By Country:

Brazil

Argentina

Colombia

Chile

Peru

Ecuador

Venezuela

Bolivia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the South America Automotive Dealer Management System market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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