

Asia Pacific Dealer Management System Market Forecast to 2030 - Regional Analysis - by Deployment (On-premise and Cloud) and Equipment Type (Automobile, Agricultural & Forestry Machinery, Construction Equipment, Gardening Equipment, Heavy Trucks, Material Handling & Lifting Equipment, Mining Equipment, and Others)

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Abstracts

The Asia Pacific dealer management system market is expected to grow from US\$ 2027.58 million in 2022 to US\$ 5035.80 million by 2030. It is estimated to record a CAGR of 12.0% from 2022 to 2030.

Increasing Integration of DMS with Different Management Systems Fuels Asia Pacific Dealer Management System Market

Challenges associated with synchronization among workplaces, individuals, and administrative centers can be devastating in handling multiple businesses such as filing reports and fulfilling the requirements of demanding customers, as well as maintaining an inventory. With increased focus on improved customer connection and communication, several manufacturers are looking for integrated ways to manage their business. This boosts the need to have systems that streamline enhanced interactions between customers, dealers, and OEMs. Dealer management systems integrated with various features-such as CRM, service management, spare part management, sales tracking, and inventory management features-meet the growing requirements of the modern manufacturing industry. Dealer management systems capture data about customers, inventory, and products and make inventory management more efficient. These systems facilitate the visibility of dealer operations across different countries.

Companies are widely integrating their services with a dealer management system to offer enhanced customer experience. A few of such instances are mentioned as, In June 2022, ABCoA Inc. launched new and revolutionary DST Dealership Sales Tools for managing inventory. It is a new browser-based dealer management software (DMS) specifically designed for retail used car dealers. The software helps car dealers easily manage inventory and promote cars on websites, attain instant funding and desk deals, pull credit transactions, and print contracts. DST offers many standard integrations at no charge. Further, the software also helps car dealers to provide their customers with a complete online shopping experience. DST Dealership Sales Tools is easy to use and affordable, requiring less upfront cost to the car dealers, which increases its demand in the market. In May 2022, Leading Ansira firm Sincro, which specializes in automotive digital marketing, revealed that Tekion has further integrated its website technology capabilities. Auto dealers can access the data in the Tekion dealer management system (DMS) by integrating consumer engagement, interaction, visit, and return visit data into the Tekion customer relationship management (CRM) tool using the Sincro open platform. With a robust dealer management system integrated with different management systems, dealers can manage operations from inventory management to customers and product sales to services. This factor is driving the dealer management system market across the region.

Asia Pacific Dealer Management System Market Overview

The Asia Pacific dealer management system market is categorized into China, India, Japan, Australia, South Korea, and the Rest of Asia Pacific. Asia Pacific is anticipated to record the highest CAGR in the dealer management system market during 2022-2030. The market growth in Asia Pacific is attributed to the growing need to manage business operations effectively. Enterprises operating across industry vertical, including transport & logistics, construction, and agriculture, among others, prefer dealer management system that is easy to integrate, manage, and operate. Further, a cloud-based dealer management system is gaining popularity in the region as it is beneficial to enterprises. For instance, in December 2022, Tata Motors migrated a dealer management software to Oracle Cloud Infrastructure (OCI). The cloud-based system helps Tata Motors to boost its operational efficiency with detailed business insights. The system support auto dealer to enhance security, increase flexibility, and provide cost-effective solutions to the customers. Moreover, the system helped the company to record customer touch points and engage them through channels such as SMS and social media, thereby improving overall productivity. Several players such as Hinduja Tech Partners are entering into partnerships to provide real-time observation of operational processes. This feature issues an alert to automakers when they are

receiving issues related to customer complaints and product handling and sales. The system helps them to respond immediately to customer's queries. Thus, the benefits of using a dealer management system in various industries drive the Asia Pacific dealer management system market.

Asia Pacific Dealer Management System Market Revenue and Forecast to 2030 (US\$ Million)

Asia Pacific Dealer Management System Market Segmentation

The Asia Pacific dealer management system market is segmented into deployment, equipment type, and country.

Based on deployment, the Asia Pacific dealer management system market is bifurcated into on-premise and cloud. The cloud segment held a larger share of the Asia Pacific dealer management system market in 2022.

In terms of equipment, the Asia Pacific dealer management system market is segmented into automobile, agricultural & forestry machinery, construction equipment, garden equipment, heavy trucks, material handling & lifting equipment, mining equipment, and others. The automobile segment held the largest share of the Asia Pacific dealer management system market in 2022.

Based on country, the Asia Pacific dealer management system market is segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. China dominated the Asia Pacific dealer management system market in 2022.

e-Emphasys Technologies Inc., ANNATA Ehf, DealerBox SAS, Hitachi Solutions Ltd, XAPT Software Consulting LLC, CDK Global Inc, Tekion Corp, and Cox Automotive are some of the leading companies operating in the Asia Pacific dealer management system market.

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