

North America 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 North America dealer management system market is expected to grow from US\$ 2,694.98 million in 2022 to US\$ 5,971.59 million by 2030. It is estimated to record a CAGR of 10.5% from 2022 to 2030.

Integration of Artificial Intelligence to Revolutionize Dealer Management Business Fuels North America Dealer Management System Market

Technological giants worldwide are highly focused on research and innovation of new technologies, which fuels the adoption of advanced technologies in transportation, construction, manufacturing, and other industries. Artificial intelligence (AI) technology is positioned at the core of the next-generation software technologies in the dealer management system market. It predicts and delivers the information, enabling an efficient, fast, and personalized experience with customers and boosting store profitability. By enhancing customer experience, along with the dealership's relationship with them, the possibility of return business surges. AI also helps dealers customize banner ads, emails, texts, and other marketing efforts in order to target the right customers at the right time.

Dealer management systems integrated with AI can alert technicians about possible

issues with specific models. The system enables dealers to avoid car problems by alerting technicians to look for the concern before it occurs. AI also focuses on cybersecurity solutions to identify threats early and detect suspicious activity in the system. Several companies operating in the market is highly inclined toward offering AI-based dealer management systems. For instance, Pulsar AI, which specializes in AI technology, allows dealers to automate their customer interactions, sales leads, and follow-ups. The product saves time and optimizes the response rate. Many manufacturers are focusing on developing and implementing a next-generation dealer management system (DMS) with Chatbot and AI technology to streamline interactions between customers and dealers. The AI-based dealer management system allows dealers to serve customers 24/7, thereby increasing customer satisfaction. For instance, in June 2023, impel developed new generative AI software used by auto dealers and automaker customers. The software is designed to integrate with pre-existing dealership management systems, which help the auto dealers to personally interact with customers to enhance their buying experience. Auto dealers are leveraging AI technology to understand customer demands as well as competitive options preferred by them. As a result, dealerships can target customers more efficiently and match buyers to the suitable units in their inventory with the help of AI-based dealer management systems.

Thus, the integration of artificial intelligence to revolutionize the dealer management business is likely to fuel the market growth in the coming years.

North America Dealer Management System Market Overview

The US, Canada, and Mexico are among the major economies in North America. North America captures a noteworthy share of the global dealer management system market owing to high investment in automation and software coupled with the growing number of dealership stores in this region. A dealer management system helps enterprises manage ongoing orders, run a marketing campaign, understand customer buying trends, and manage day-to-day business operations. For instance, a dealer management system is significantly used by automakers/auto part dealers to manage and maintain orders. These auto dealers leverage the capability of modern dealer management systems to increase the productivity and efficiency of their dealerships. Many system providers are developing their existing dealer management systems to receive more contact certifications from automotive manufacturers. For instance, in July 2023, CDK Global Inc. received an official certification as a dealer management system provider from BMW Group Canada, including BMW and MINI retailers. CDK Global Inc. serves as a leading customer relationship management (CRM) provider for the BMW and MINI Canadian network. The partnership with auto manufacturers strengthens CDK

Global Inc.'s position in both the US and Canadian markets. Moreover, companies are focusing on developing next-generation dealer management systems to help users effectively manage their day-to-day business operations. A next-generation dealer management system does not face accessibility issues, requires lower capital investment, and is technically scalable. Various dealer management providers, such as Wipro Limited, have already started developing next-generation dealer management solutions; however, there is still a significant demand-supply gap that needs to be filled, thereby creating growth opportunities for vendors operating in the market.

North America Dealer Management System Market Revenue and Forecast to 2030
(US\$ Million)

North America Dealer Management System Market Segmentation

The North America dealer management system market is segmented into deployment, equipment type, and country.

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

In terms of equipment, the North America 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 North America dealer management system market in 2022.

Based on country, the North America dealer management system market is segmented into the US, Canada, and Mexico. The US dominated the North America dealer management system market in 2022.

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

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