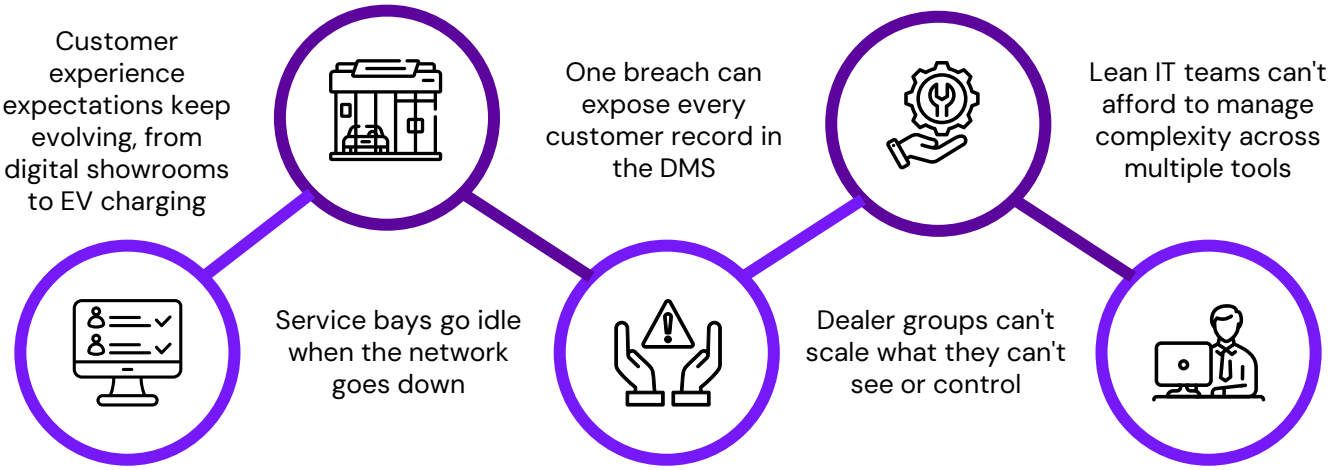
At-a-Glance

Connected Dealerships: Why Extreme Networks for Automotive Dealerships

Driving the future of automotive retail



The stakes have never been higher for dealership IT. A single vendor outage cost the industry an estimated $300K per location in service and parts revenue—and contributed to a 7.2% drop in new-vehicle sales industrywide in a single month. More than one-third of dealers experienced a cyberattack or incident in 2024, with 92% reporting negative financial or operational impact. And lean IT teams are being asked to manage growing complexity across showrooms, service bays, lots, and back offices—with fewer staff and higher expectations than ever.



Dealership performance now depends on secure, automated, always-on network architecture

Prioritize customer experience
Seamless guest Wi-Fi, digital retail, CRM, and a connected in-store and online journey

Service workflows and always-on operations
Real-time diagnostics, technician mobility, and integrated scheduling; a connected service bay is a productive bay

Mission-critical applications & platforms
DMS, CRM, payments, and analytics; OEM, FTC Safeguards, and PCI DSS compliant by design

Connected, & secure revenue environment
EV charging and new revenue services, real-time lot intelligence, and connected vehicle data

Distributed dealership operations
Centralized visibility across every rooftop with consistent policy and zero touch provisioning

Built for what comes next
A future-ready architecture that scales with EV adoption, OEM mandates, and connected vehicle services

Automotive Organizations Have Seen Significant Benefits with Extreme Networks

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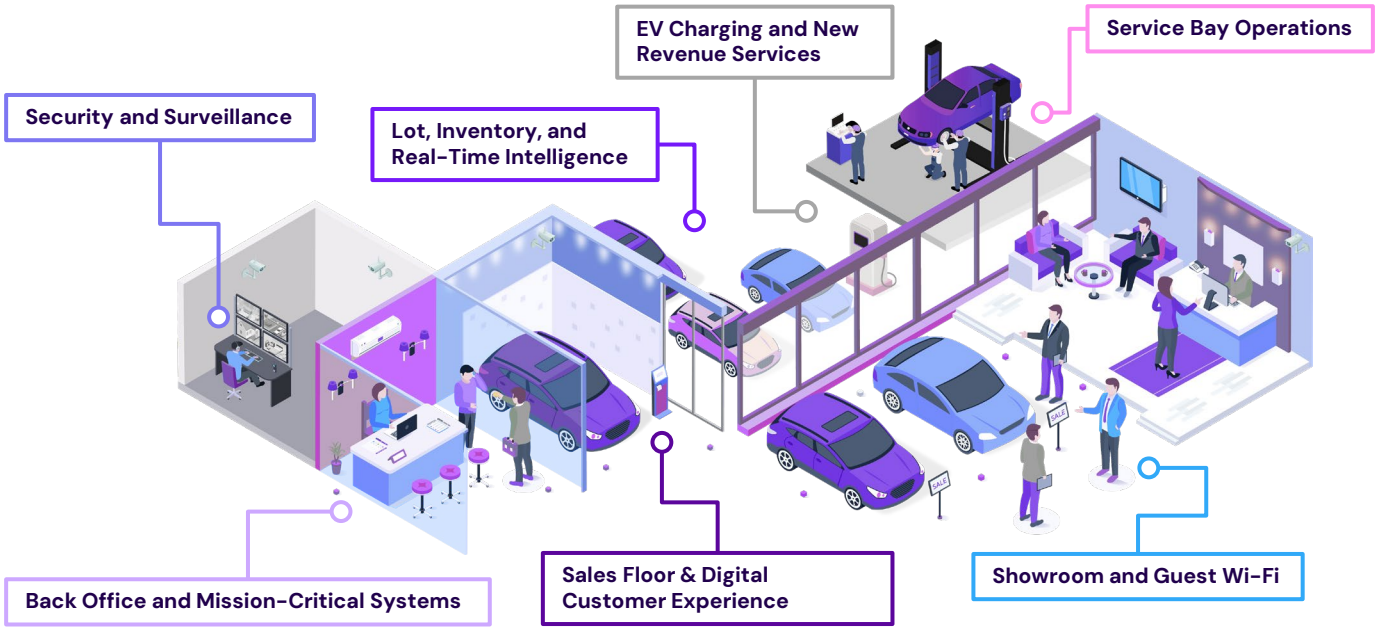
From background to backbone: the network's new role in dealership operations

The network now underpins every customer interaction, service workflow, operational system, and critical dealership function—from the showroom floor and service lanes to the lot, EV charging infrastructure, and back office.



Solving Modern Automotive Network Challenges

Building a Scalable, Always-On Experience for Dealership Networks

- A connected bay is a productive bay
- Seamless digital customer experience from first online touchpoint to in-store close
- EV charging, connected vehicle data, and lot intelligence on one managed network
- Zero touch provisioning eliminates manual tasks and frees lean IT teams
- Scale new rooftops and services without redesigning the network

When the Complex Becomes Simple

- Fewer outages and faster issue resolution across locations
- Reduced operational friction for sales and service workflows
- Centralized visibility across every rooftop with consistent policy and no VLAN sprawl
- Stronger security posture through clearer separation of traffic and access
- Less manual work for IT through smarter visibility and control

The Solutions That Make it Possible

- Wired and wireless connectivity across showroom, service lanes, and lot
- Centralized management with Extreme Platform ONE™ unifies wired, wireless, and SD-WAN across every rooftop
- Microsegmentation through Extreme Fabric isolates DMS, guest, service, and IoT traffic by design
- OEM dealer standards, FTC Safeguards Rule, and PCI DSS met through built-in access controls and encryption
- AI-powered automation can help cut time to resolution by up to 98%

Sources: The Presidio Group (June 2024); CDK Global, State of Dealership Cybersecurity (2024, 2025); J.D. Power and GlobalData (June 2024); NADA Dealership Workforce Study via Quantum5 (2025); Extreme Networks internal data.

From today's service bays to tomorrow's connected dealerships, Extreme Networks delivers the secure, automated, always-on network foundation that powers every customer interaction, revenue stream, and compliance requirement across your entire dealer group.

Extreme networks

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