

Reynolds Certified Interface and Reynolds Franchise Interface Programs for ERA® and POWER



Protected Data for a Protected Business

Dealership-wide Solutions

U.S.

Everything keeps working. Share data with your business partners efficiently and securely with the Reynolds Certified Interface and Reynolds Franchise Interface programs.

Keep It All Working

Your ability to interact with third-party companies that provide valuable services and insight is critical to your business. Yet, without proper safeguards, these interactions may cause harm to your dealership management system (DMS) and compromise sensitive consumer and business data. Through the Reynolds Certified Interface (RCI) and Reynolds Franchise Interface (RFI) programs, you can be confident that data access and exchange is taking place in a safe environment. RCI and RFI are built on extensive integration points with more than 125 third-party companies and 40 original equipment manufacturers (OEMs).

A Partner in Protection

Over 125 third-party vendors have partnered with Reynolds through the RCI program to help ensure secure access and efficient exchange of data with Reynolds' ERA® and POWER DMS users. Choosing RCI certified vendors makes data sharing simple and reliable.

- The interface is fully supported by Reynolds and the third-party companies.
- RCI vendors receive continual support from Reynolds, including continuity of the interface during enhancements or changes to the DMS, keeping your business uninterrupted.
- Data exchanges are performed with broad security measures in place, helping you hold your customers' trust and stay compliant.

“We wanted to support our clients with a highly reliable and effortless interface that they specify and we manage, collecting and disbursing their inventory data with more regularity and unsurpassed accuracy. This certification makes that kind of excellent service possible, which is good for us and great for our clients.”

Christopher Lentz, President
devVenture
Member, RCI Program

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Better Communication

For more than 30 years, Reynolds has been building more OEM integration points than any other provider so we can better support your need for efficient OEM communications. When you see the RFI logo, you can rely on a trusted relationship and extensive points of integration with over 40 franchises.

- OEM communications are consistently reliable.
- Your data is compliant with OEMs through approved, secure, and reliable interfaces.
- Reynolds data exchange is fully protected when transmitted between your dealership and the OEM.
- When you buy your next franchise, you can rest assured that personally identifiable data is secure.

Reynolds is committed to helping you keep your business working as you share your data with certified third parties and OEMs by providing reliable access with the right safeguards to keep your data protected. Look for the RCI and RFI logos when choosing third-party business partners, and rest assured you have the right balance of real data access and security.

To view a list of certified vendors, please visit www.reyrey.com.

For more information on Reynolds Certified Interface or Reynolds Franchise Interface, please call 937.485.0402 or e-mail certified_interface@reyrey.com.



MAKING BUSINESS BETTER.