

Reynolds and Reynolds Announces MPi as Approved Vendor Through Certification with Reynolds Certified Interface Program

DAYTON, Ohio, February 2, 2007 – The Reynolds and Reynolds Company, a leading provider of software and services to automotive retailers, announced that Mobile Productivity, Inc. (MPi), has completed certification in the Reynolds Certified Interface program for use with the POWER dealership management system. MPi is a provider of diagnostic, repair information and service merchandising solutions to the automotive industry.

The Reynolds Certified Interface program allows third-party vendors to access data from a dealership's management system in a safe and secure environment. The program is part of Reynolds long-term commitment to making its industry-leading technology more flexible, integral and secure.

“We are pleased that MPi has completed the certification process and has become an approved vendor,” said Bob Schaefer, director of Data Services at Reynolds. “We continue to work with companies throughout the automotive market to help ensure the safety of our customers DMS data. Our focus is on the dealer, and we understand that the data belongs to the dealer. And, we also take data security very seriously. This combination makes us committed to mitigating the risks associated with a security breach and the impact that has on customer relationships.”

In a survey commissioned by Reynolds, dealers were asked about their concerns with IT products used in automotive dealerships. Their responses indicated three of the highest as being:

- Minimize the likelihood of being sued for inappropriate use of the dealership's network; for example, not enforcing site restrictions, enabling a hostile data environment, etc.
- Minimize the likelihood that a file can be accessed by someone without authorization.
- Increase the likelihood that the dealership's network meets all data protection requirements, including OEM requirements, corporate requirements, and compliance documentation.

The Certified Interface process addresses several of these areas acknowledged by dealers as being important to their business. In order to help protect the security of DMS data, Certified Interface allows safe access to dealer data. To protect the dealership, Certified Interface offers assistance with legal and compliant access to dealer data, and Certified Interface enables supportable access to dealer data, where Reynolds works with vendors to minimize disruptions, ensure data reliability and provide technical support.

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