

10 Principles of Reynolds Data Management

Dealers, OEMs, and industry vendors all have a stake in protecting consumers' personal information. Reynolds is proudly leading the way to help dealerships safely move and store DMS data.

Enhancements made to Reynolds' software reflect these industry-leading best practices.

- 1 Compliance** with federal and state regulations
 - Update systems to be compliant with ever-changing state and federal regulations.
- 2 Confidentiality** of data and Reynolds' proprietary software
 - Eliminate unfettered, unmonitored access to data and Reynolds software.
- 3 Integrity** of the system and data
 - Safeguard against data integrity issues caused by access to dealer data that is outside of system or application business rules.
- 4 Accuracy** of system data
 - Integrate dealer data across applications by following the DMS business rules to eliminate data inaccuracies.
- 5 Availability** of applications is maximized
 - Monitor application usage to safeguard against business interruption and performance degradation.
- 6 Performance** of system utilities is assured
 - Minimize disruptions to system utilities (i.e. backup, resize, end-of-day/month, etc.).
- 7 Audit** capabilities for usage and data risks
 - Provide audit and tracking utilities so dealers can see what jobs are being executed and when.
- 8 Safety** of hardware components
 - System must be safe to operate.
- 9 Non-repudiation**
 - Provide alternatives for data access when updates disrupt pertinent business practices.
- 10 Cost-effectiveness**
 - Make continuous improvements cost-effectively to find better ways to support dealership operations and ensure security.



MAKING **BUSINESS** BETTER.