

# Increase sales and profitability by tapping into the digital pipeline of Provider Exchange Network



## What is Provider Exchange Network?

The Provider Exchange Network—or PEN—is an electronic data exchange that streamlines the sales process by integrating the F&I product provider with the dealers’ point-of-sale system. PEN connects the provider to multiple dealer systems, whether it is a menu, desking application or the dealer management system (DMS). Through PEN, the provider gains greater exposure to more vehicle purchases, which ultimately allows more products to be sold. PEN’s digital pipeline reduces costs through rapid, accurate and secure transactions in a paperless process that is easy for both providers and dealers.

## Partnering with PEN

PEN is part of Open Dealer Exchange ([www.opendealereexchange.com](http://www.opendealereexchange.com)), a joint venture formed by the industry’s two largest DMS providers—ADP Dealer Services, Inc. and The Reynolds and Reynolds Company. With a single IT interface behind the scenes, PEN’s patent-pending technology allows providers to connect to thousands of dealers’ point-of-sale systems throughout North America. Because PEN operates independently, access to every dealership transaction is possible, providing the greatest exposure available to the dealership market. With PEN, a provider can customize each interaction by automobile, dealer or region. The result is a concise system of data connections in which all parties benefit.

### Benefits:

- Connect to thousands of dealers
- Accurate service contract rates
- No more missing or outdated forms
- Instant access to archived deals
- Speeds up F&I process
- Easier forms management
- Eliminates the need for hostile interfaces
- No more shipping of forms
- Allows for instant price changes
- Manual labor expense reduced
- Increased CSI
- Registration at time of sale

### Function Points:

- Web Ratings
- Digital Contracting and Compliance
- Forms Preparation
- Signature Capture
- Contract Remittance
- System Administration
- Utilization Reporting and Services

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## How does PEN work?

PEN is a managed digital network between the provider and the dealership and works within the dealer's system, not a third party software. During the F&I selling process at the point-of-sale, PEN enables a direct connection between the provider's admin and ratings systems and the dealer's existing software. In turn, the provider can offer a seamless contracting process for participating dealers including instant and accurate electronic ratings, electronic contract origination, forms preparation, digital signatures, electronic deal jackets, digital remittance and forms archival. PEN allows the provider to stay focused on their core business by increasing dealer exposure, contracting efficiency and reducing administration and risk.

## Products and Services

Provider Exchange Network (PEN) is an electronic data exchange that streamlines the sales process by integrating the F&I product provider within the dealer's DMS. PEN offers three key products:

### 1. Electronic Ratings:

During the sales process at the point-of-sale, PEN provides the opportunity to send and receive information from any DMS or menu to the provider. Providers can send electronic web ratings directly to their dealers' system, allowing for instant and accurate pricing.

### 2. Forms Preparation:

PEN can access a provider's Forms Library on demand or host the forms for them. This easy process allows providers to keep required forms up-to-date, reduce form shipping expenses and increase internal efficiencies.

### 3. Electronic Contract Origination:

During the F&I process, the provider can offer a completely paperless contracting process for participating dealers including electronic contract origination, digital signatures, electronic deal jackets and digital remittance. PEN supports a variety of interfaces to fit a provider's business and technical requirements.

**For more details about the Provider Exchange Network and a list of current partners, please visit [www.providerexchangenetwork.com](http://www.providerexchangenetwork.com).**