



Case Study

DGDG Partners With Intivix To Debut
State-Of-The-Art,
Technology-First Dealership
In The Bay Area

The Client

Del Grande Dealer Group (DGDG) is the largest family-owned Automotive Group in the Bay Area. Since technology has taken over the automotive industry, the DGDG team has taken pride in using innovative technologies to streamline operations, grow their business, stay on top of equipment, stay ahead of their competition and provide customers the best service possible.



At A Glance

DGDG puts an extensive amount of focus on technology with an eye towards providing the best experience for their customers. They believe that technology and IT enhance the automotive industry and decided to make it common practice early on. When it was time to remodel and consolidate two dealership locations, DGDG saw an opportunity to introduce their vision of technology to the Bay Area.

The Context

Across the board, car companies emphasize the importance of branding with their dealers. In addition, dealers are required to meet certain specifications when opening or remodeling a location. During a recent remodel (of one of their Mazda locations), DGDG decided to transition the location into a tech-first, concierge-like approach to the car buying experience, while aligning with specified branding considerations. This decision required clear strategic planning, identifying the appropriate technology and carefully detailing an optimal car buying experience from the customer's perspective.



DGDG has been partnering with the Intivix team for a number of years. This partnership has included working jointly with the DGDG team to update technology, implement cybersecurity best practices and develop a future-focused infrastructure focused on IT. When the time came to remodel one of their locations, DGDG quickly looped in Intivix to discuss a technology and IT-first approach.

"The Intivix team is such a great fit for us. They understand the automotive industry, take interest in our company and look out for us every step of the way, even outside of "office hours".

*Ralph Yamasaki
Director, Purchasing & Operations at DGDG*

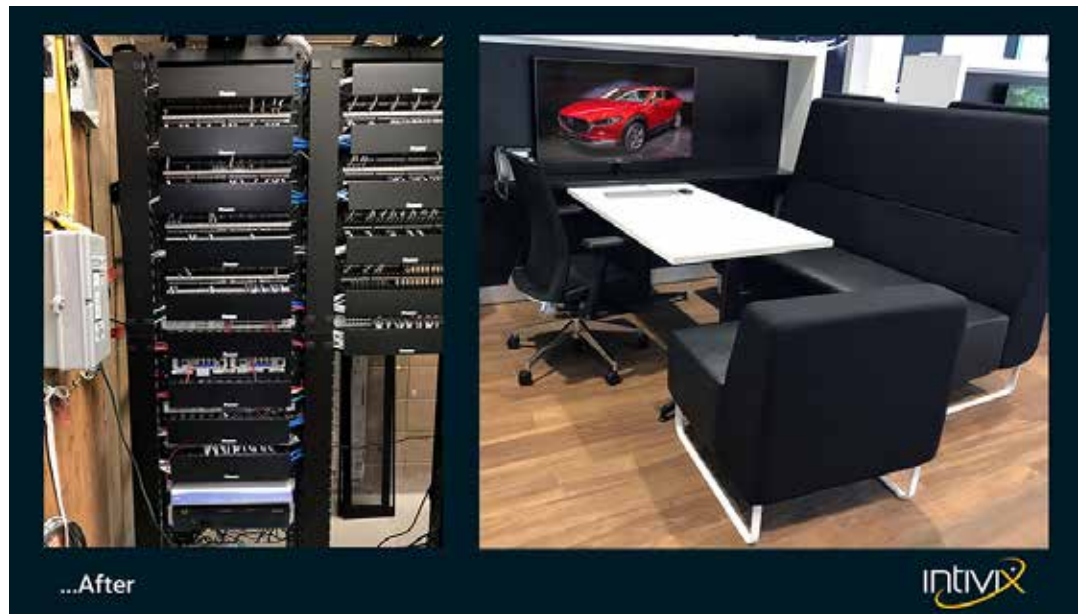
The Solution

Intivix and DGDG worked together to outline a plan for the new DGDG Mazda location. The ultimate goal was to create a state-of-the-art facility that looked, and felt, different than other dealerships and to create a total car-buying experience. Developing this type of experience required extensive planning, keen attention to detail, and an emphasis on how the customer interacted with the team at the dealership. The new, technology-focused facility included:

- Wireless technology and connectivity throughout the dealership
- Hidden cables and wiring providing a cleaner look
- Preventative cybersecurity measures including two-factor authentication, auto locks on computers, regular patching, and team cybersecurity training
- The implementation of iPads that enable the dealership team to begin transactions on the show floor and finishing them at their desk
- TVs, instead of computers that offer the car buyer full visibility into the car-buying process
- A smoother and quicker car buying experience for the customer

The Results

The new Mazda location has become a flagship experience that differentiates the DGDG brand and has also become a model for the automotive industry. DGDG team members are excited about the remodeled location and the updates that were implemented. Since opening the site it has become a template that DGDG will be implementing in additional locations.



DGDG does not plan to stop here. In line with their technology-first approach, they are exploring additional options that enhance the customer's user experience, including transaction documents that can be securely emailed or placed on a flash drive (instead of a printed packet of documents).

"Intivix is truly an extension of our team. They understand the complex automotive industry, understood our vision for the new location, and brought ideas to us that furthered our goal of creating a technology-driven experience for our customers. We're looking forward to working on the next remodel with them."

Ralph Yamasaki
Director, Purchasing & Operations at DGDG