



Dear Dealer Principal:

We are pleased to announce that Strategic Marketing is using a CDK-approved interface through our Third Party Access (3PA) program. Our 3PA program lets you choose the vendors with whom you want to securely share your data.

The benefits of working with a 3PA participating vendor include:

- Access is limited to predefined data types necessary to support the vendor's application integration
- Monitoring and troubleshooting of integration processes.
- A dedicated CDK Third-Party Access Program support team.
- No code is installed directly on your CDK System: Avoid reliability, security, and data integrity problems.
- Improved data transparency: Strategic Marketing will be visible under approved interface reporting in Dealer Data Exchange (DDX) – CDK's new data integration reporting tool now activated for CDK dealers.
- Managed secure access: Integration saves you time and increases accuracy.

For additional information on CDK's Third Party Access Program, please contact us at 888.424.6342 or visit us at [cdkglobal.com/thirdpartyaccess](http://cdkglobal.com/thirdpartyaccess).

Sincerely,

A handwritten signature in black ink, appearing to read "Howard Gardner", with a long horizontal line extending to the right.

Howard Gardner  
Vice President and General Manager