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FOR IMMEDIATE RELEASE:

NCM® Associates Announces NCM accessa® Integration with Dominion Dealer Solutions DMS

Kansas City, Mo., February 1, 2016 – [NCM® Associates \(www.ncmassociates.com\)](http://www.ncmassociates.com), announced today the integration of NCM® accessa with Dominion Dealer Solutions. The collaboration is part of the company’s efforts to provide broad-based instant access to dealership operational analytics so dealers and managers can make timely decisions based on data intelligence contained in the dealerships’ various operating systems.

“We couldn’t be more proud to say that [NCM accessa](#) is the only software of its kind in the marketplace to be certified by Reynolds & Reynolds, CDK Global, Dealertrack and now Dominion,” said David Spisak, President of [ReverseRisk](#), which created accessa. “This means that accessa has met their rigorous certification requirements, allowing dealers to leverage accessa to harness the power of their DMS data. With instant access to robust operational reports, it helps drive profitability and create a culture of unprecedented transparency and accountability,” he explained. “It’s a collaboration that will transform the businesses of all involved.”

Leadership from both organizations emphasized the value of high-quality reporting accessa brings to [Dominion](#) clients. “One of the attractions DominionACCESS offers is its easy Excel report-building capability. With that said, a number of our dealers expressed a desire for a higher level of custom reports and data aggregation for analysis,” said Dominion DMS president, Van Koppersmith. “Now, dealers can have deep reporting at their fingertips in addition to the benefit of NCM Benchmark® metrics. This is a natural fit for dealerships and small groups that wish to save money on their DMS without compromising on incredibly powerful reporting.”

Paul A. Faletti, Jr., President and CEO of NCM Associates, echoed Koppersmith’s comments, “We’ve seen time and again that instant access to dealership data in any number of pre-configured or custom reports provides management teams with actionable intelligence that is critical to success.” He added, “The pairing of NCM accessa with Dominion DMS creates a remarkable suite of analytics, reporting and intelligence to help drive profitability.”

NCM accessa is part of the business intelligence core service offered by NCM Associates. A 100% employee-owned company and originator of the automotive 20 Group peer collaboration model, NCM provides [20 Groups](#), [automotive retail consulting](#), [management training](#), business intelligence through operational [Benchmark®](#) analysis services, data management and forecasting tools, as well as [travel assistance](#).

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About NCM® Associates, Inc.

NCM Associates, Inc. is the originator of the automotive industry 20 Group peer collaboration process and has been providing dealership Benchmark analytical data, education and consulting services to the



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industry since 1947. Located in Kansas City, Mo., NCM provides a robust suite of services designed to drive dealership profitability using its proven, operations-focused Benchmark for Success program with new and pre-owned U.S. automotive dealerships, as well as with businesses in more than 20 other industries. NCM is proud to be 100% employee-owned. For more information, visit www.ncmassociates.com or call 800.756.2620.

About ReverseRisk

ReverseRisk is the creator of the automotive industry's leading business intelligence solution—NCM® accessa®. Three highly successful retail automotive professionals with nearly 100 years of dealership experience founded the company to allow car dealers and their management teams to fully leverage the data in their DMS system. accessa allows them to get instant actionable insight from any web enabled device in seconds thus enabling them to easily and efficiently increase cash flow, reduce expenses, improve gross profit and optimize profitability while simultaneously allowing them to minimize the financial risks normally associated with owning and operating a dealership. For more information, visit www.ncmassociates.com or call 800.756.2620.

About Dominion Dealer Solutions

Dominion Dealer Solutions helps car dealers attract, retain, and service customers for life. Dominion's Progressive Retail Platform™ includes customer relationship (CRM) and dealer management systems (DMS) with actionable intelligence from the Microsoft Dynamics platform. The Progressive Retail Platform™ also contains lead management and equity mining technology, inventory management analytics, social media marketing and reputation management solutions. Dealers nationwide purchase custom lead generation and digital marketing tools from Dominion including: responsive design websites, SEO, SEM, digital advertising, multi-channel marketing, specialized data aggregation, mobile apps and market reports. OEMs and auto dealers nationwide utilize Dominion Dealer Solutions' technologies to solve their marketing challenges. Dominion Dealer Solutions is redefining automotive retail by delivering first-class customer experiences for local car buyers. For more information, visit our [website](#), like us on [Facebook](#), [Pinterest](#) or [YouTube](#), or follow us on [Twitter](#).

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