



## PRESS RELEASE

### For Immediate Release

#### **SPIFFIT INKS THIRD PARTY ACCESS PROGRAM PARTNERSHIP WITH CDK GLOBAL**

SPIFFIT APPROVED FOR INTEGRATION OF ITS SALES PERFORMANCE INCENTIVE FUND SAAS APPLICATION WITH THE CDK GLOBAL PLATFORM

**Denver, CO., December 11, 2014.** – Spiffit, a leading SaaS provider of automotive retail sales incentive application dashboards, today announced approval of integration with CDK Global Third Party Access Program. This partnership will allow 26,000 of CDK Global retail locations the opportunity to efficiently operate and manage sales performance incentive funds (Spiffs) with Spiffit’s real-time, accurate, and easy-to-read dashboards.

Spiffit is an incentive application whose mission is to make the management and administration of Spiff programs hassle-free. Dealership sales staff is able to track their progress and clearly see how much money they are earning; in real-time.

CDK Global’s Third-Party Access Program allows dealerships to select vendors with whom they want to share data, by providing participating third parties with secure application programming interfaces (APIs).

“Spiffit’s integration with CDK Global proves our commitment to implement and manage Spiff programs for each of CDK Global’s customers,” stated Spiffit CEO & Founder, Sean Ugrin. “CDK Global customers using Spiffit’s sales performance application dashboards will immediately see increased sales and improved management of incentive programs. In line with CDK Global goals, our desire for a great customer experience is paramount.”

#### **About Spiffit**

Spiffit is a leading provider of SaaS motorspace sales incentive applications that drive revenue. Spiffit’s powerful solution has been proven to increase performance by promoting and rewarding team behavior for dealers, dealership groups, suppliers and providers. Spiffit, located in Denver, CO, has been growing steadily as automotive dealers see the improved results achieved by implementing and managing multiple Spiff programs.

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