

Evolve, Modernize, Monetize

CDK API Pricing Guidelines and Practices

While many automotive dealers have the same basic needs for technology in areas like Sales, Service and F&I, at CDK Global we recognize that one size does not fit all. Individual dealerships want applications customized to fit their unique business objectives and need to have those applications integrate with their CDK products at a reasonable price.

Hundreds of third-party software vendors use Fortellis APIs to drive solutions available in the Fortellis Marketplace, which is used by thousands of dealers across the United States and Canada.

Fortellis inspires innovation, collaboration and the sharing of knowledge to keep development costs low and the generation of brave, new ideas high. We are excited to introduce a new business and pricing model to make it easier for developers and dealers to access the best technology solutions available for their businesses.

Facts and Figures

CDK delivers a standard level of integration built into the price of our products including the basic extract of a dealer's business data and the synchronization of common records like customer information, vehicle inventory and parts availability.

Optional value-added integration technology will continue to be available to developers via Fortellis, including the ability to write back to CDK products or get real-time events pushed to them. This pricing model is similar to other API-driven (think AWS) back-end technologies that support their products.

CDK does not charge per dealer for Fortellis API use, but rather on the level of consumption of the technology used by the developer, regardless of the number of dealers.

API Pricing Offerings

All CDK APIs will be available to developers, dealers, ISVs and OEMs via consumption-based plans with recurring monthly subscriptions, plus coverage fees applied when use exceeds a plan's quote limits. This model enables developers to launch to market with minimal costs and scale up as they grow.

Understanding API Plan Pricing

Each API spec in the Fortellis API Directory has a Price tab that allows you to view the available plans. In this example, you'll see the base plan amount and a quota limit by the function type of API requests. The API has one rate for all GETs and different rate for all POSTs.

- **Essential:** Our entry-level plan provides ample calls per month
- **Plus:** Our most popular plan with greater value per call and reduced coverage costs
- **Pro:** The highest value per call and lowest overhead when overages occur

Overages and Managing API Usage

If you exceed your API plan's allowance, you will incur an overage. If your plan has use caps, it is your obligation to make sure your application's code doesn't go above the caps. You may accomplish this by monitoring your API usage and viewing the latest data on the dashboard. Fortellis will provide alerts when you're close to your limit, but it's ultimately up to the developer to keep track of API use and select a plan that's appropriate for their project(s).

Contact your Account Director for more information.