Brand, domains and value proposition

RosettaDMS — Connects a car brand with all of its dealers whatever their DMS: through an API or an AI agent that operates it like a service advisor, a central brain that translates everything, an MCP server and voice with Allo.

Identity

Element	Definition
Trade name	RosettaDMS
Company	Menteia (incorporated in Mexico)
Primary domain	rosettadms.menteia.com
Tagline	All your dealers. Any DMS. One language.
Category	B2B SaaS · automotive DMS interoperability for brands and dealer networks
Tone	Technical and direct; speaks the language of the brand's aftersales director and CIO.

Alternative names considered

- Rosetta by Menteia
- Rosetta Auto
- RDMS

Domains

Domain	Status / action
rosettadms.menteia.com	Live
rosettadms.com	Check availability
rosettadms.mx	Check availability
rosetta.auto	Check availability

Trademark registration (IMPI, Mexico)

- Search for prior marks of "RosettaDMS" in MARCia (IMPI) in classes 9 and 42 (software, systems integration), 35 (business data management).
- File the registration application (typical timeline 4–8 months; official fee approx. US$162 per class).
- Ownership of the trademark and the domain must be held by Menteia before the round closes.

Positioning

For car brands that cannot see what happens in their network because every dealer runs a different DMS, RosettaDMS is the layer that connects any DMS (with or without an API) and translates it into one language for the brand, its AI agents and its voice. Unlike a traditional integrator, it does not need the DMS to have an API and costs the dealer nothing.

Value Proposition Canvas

Customer profile

Jobs to be done

- See service, parts and inventory across the network
- Book and serve customers at any dealer
- Catch failures and shortages in time

Pains

- Excel reports that take weeks
- DMS without an API
- Unanswered calls and parts that never arrive

Expected gains

- Daily data in the brand's data lake
- Appointments confirmed against the real schedule
- Parts ordered before the car arrives

Value map

Products and services

- API and computer-use connectors
- Central brain with VIN history
- MCP server and voice with Allo

Pain relievers

- No changes to the DMS code

- Zero cost for the dealer
- Access revocable in one click

Gain creators

- Predictive JIT ordering
- Early quality alerts
- Monitored lead SLA

Key messages

- All your dealers. Any DMS. One language.
- If the DMS has an API, we use it. If not, an agent runs it.
- Free for the dealer.