Competition: customer complaints and features

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.

Analysis by Menteia's research agent on October 29, 2026, based on public reviews (G2, Capterra, Trustpilot, app stores, forums, Mexican regulators CONDUSEF/PROFECO and press). Complaints are paraphrased and each theme cites its sources.

Competitors analyzed

- CDK Global (Fortellis / 3PA) · Global
- Reynolds & Reynolds (RCI) · Global
- Authenticom / DealerVault · Global
- Tekion · Global
- Quorum DMS · Global
- Intelisis DMS (México) · Local
- UiPath (RPA genérico) · Global
- MuleSoft Anypoint (integrador) · Global

Most frequent complaints and pain points

1. High fees to access the dealer's own data

Vendors and dealers report certification and integration fees from thousands to tens of thousands of USD plus monthly per-rooftop charges to read DMS data. CDK agreed to pay USD 630M to software vendors alleging overcharges from restricted data access.

Frequency: High · *Competitors:* CDK Global (Fortellis / 3PA), Reynolds & Reynolds (RCI) *Sources:* DealerRefresh – Community Review: CDK Global · DealerRefresh – Community Review: Reynolds and Reynolds · Claims Journal – CDK $630M settlement in dealer data case (2025)

2. Blocking third-party integrators

Large DMS vendors cut off independent extractors (Authenticom case) and are accused of delaying data hand-over when dealers switch DMS (Tekion lawsuit, 2024). Arizona legislated to guarantee dealers control of their data.

Frequency: High · *Competitors:* CDK Global (Fortellis / 3PA), Reynolds & Reynolds (RCI), Authenticom / DealerVault, Tekion *Sources:* FI Magazine – Authenticom granted preliminary injunction vs CDK/Reynolds · Tekion – lawsuit against CDK (dic-2024) · Seyfarth – Ninth Circuit upholds Arizona dealer data law

3. The OEM can't see its network: heterogeneous DMS, no common standard

OEMs typically achieve solid integration with only 1–3 DMS in their network; the rest arrives late and unstandardized despite STAR. No public integration complaints were found for Mexican DMS (Intelisis, etc.): evidence is indirect.

Frequency: High · *Competitors:* Intelisis DMS (México), CDK Global (Fortellis / 3PA), Reynolds & Reynolds (RCI), Quorum DMS *Sources:* Arthur D. Little – DMS integration insight (2014) · CBT News – Need for a standardized data convention · NADA – Dealers, OEMs and vendors make case for technology standards

4. Brittle, costly-to-maintain RPA bots

Selector-based bots break when a button or screen changes, and several sources estimate maintenance eats a large share of budget (analyst figures unverified; sources have commercial interest).

Frequency: High · *Competitors:* UiPath (RPA genérico) *Sources:* Sunflower Lab – Why your UiPath bot broke after a UI update · Tech Mahindra – Afterlife of RPA (self-healing) · Activepieces – Can agentic AI replace your RPA bots?

5. Outages and single point of failure

The CDK ransomware attack (Jun-2024) left about 15k rooftops without their DMS for days to weeks, forcing manual work. Forums also report DealerVault and Fortellis outages with poor communication.

Frequency: Medium · *Competitors:* CDK Global (Fortellis / 3PA), Authenticom / DealerVault *Sources:* BreachLock – Ransomware attack on CDK Global · DealerRefresh – Authenticom vendor page

6. Write-back limited or extra-cost

Writing appointments or orders into the DMS is a paid add-on on Fortellis, and RCI was criticized for extracting what the vendor chooses rather than allowing true integration. Most integrations are read-only.

Frequency: Medium · *Competitors:* CDK Global (Fortellis / 3PA), Reynolds & Reynolds (RCI) *Sources:* CDK – New API pricing model (Fortellis, 2023) · WardsAuto – Industry debates DMS security (RCI)

7. Switching DMS is long and risky

Replacing a DMS takes months of implementation and migration; dealers report modules not ready and uneven post-go-live support. That is why dealers resist changing systems.

Frequency: Medium · *Competitors:* Tekion, CDK Global (Fortellis / 3PA) *Sources:* DealerRefresh – Tekion thread · rfp.wiki – Tekion reviews summary

8. Generic integrators: expensive with a steep curve

Users rate MuleSoft expensive for mid-size projects, with non-public pricing and a steep learning curve; it also has no connectors for DMS without an API.

Frequency: Medium · *Competitors:* MuleSoft Anypoint (integrador) *Sources:* G2 – MuleSoft Anypoint Platform reviews · PeerSpot – MuleSoft Anypoint reviews

9. Stale data and broken syncs without notice

A vendor's documentation says the formal stale-data alert comes after 7 consecutive days without sync; no public frequency metrics were found.

Frequency: Low · *Competitors:* Authenticom / DealerVault *Sources:* FullThrottle support – DealerVault data lag process

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Features: what we have and what we are missing

Feature	Status	Priority	Phase	Note
Sync health monitoring with immediate alerts	Missing	High	Months 1–6	Mentioned as risk mitigation but not built; competitors take days to flag stale data.
Per-DMS legal opinion on automated users and data ownership	Missing	High	Months 1–6	Legal review pending; large DMS vendors have blocked and sued third-party accessors.
Export to the OEM data lake and standard formats (STAR)	Missing	Medium	Months 7–12	The pitch promises data-lake delivery; a concrete connector and output in standards the OEM already uses are missing.
Resilience to DMS outages (cache, write queue, degraded mode)	Missing	Medium	Months 7–12	Not described; after the CDK ransomware OEMs value data continuity when a DMS goes down.
Public per-dealer pricing and contractual SLA	Missing	Medium	Months 7–12	Pricing only proposed (~USD 300/dealer/month); lack of public pricing is a common complaint about integrators.
JIT parts ordering and quality alerts in production	Missing	Low	Months 13–18	Predictive modules on roadmap; need accumulated real data from several dealers.
Data export for DMS migration on dealer request	Missing	Low	Months 19–24	Would leverage the common schema to ease DMS switching pain (Tekion vs CDK case).
Computer-use connector for DMS without API (desktop, AS-400, Citrix)	Partial	High	Months 1–6	Demo only with fictitious dealers; has not operated a real DMS or measured reliability.
Vision-based adaptation and versioned playbooks for screen changes	Partial	High	Months 1–6	Designed to answer RPA brittleness, but untested on a real DMS version change.
Rosetta Schema: common model and per-VIN history	Partial	High	Months 1–6	Defined and shown in demo; at least 3 real DMS still need mapping (pilot goal).
Bidirectional write-back (appointments, leads, parts holds) with validation	Partial	High	Months 1–6	Differentiator vs read-only integrations; demo only today.
Reusable API connectors	Partial	High	Months 1–6	Adapters described in the stack; none connected to a production DMS.

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(REST/SOAP, SFTP, webhooks)				
Security: credential vault, recorded sessions, revocable access, pseudonymization	Partial	High	Months 1–6	Designed (LFPDPPP); no audit or certification (e.g. SOC 2) that an OEM will ask for after the CDK breach.
MCP server for agents (6 tools)	Partial	Medium	Months 7–12	Tools defined on the site; not operating on real dealer data.
Voice and SMS via Allo booking against the real shop calendar	Partial	Medium	Months 7–12	Integration designed (API, webhooks, MCP), not built; production target months 7–12.
Zero cost and no install for the dealer	We have it	—	—	Defined model: the OEM pays per connected dealer. Directly targets data-access fees.

To the roadmap

Months 1–6

- **Computer-use connector for DMS without API (desktop, AS-400, Citrix)** (partial, high): Demo only with fictitious dealers; has not operated a real DMS or measured reliability.
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- **Reusable API connectors (REST/SOAP, SFTP, webhooks)** (partial, high): Adapters described in the stack; none connected to a production DMS.
- **Sync health monitoring with immediate alerts** (missing, high): Mentioned as risk mitigation but not built; competitors take days to flag stale data.
- **Per-DMS legal opinion on automated users and data ownership** (missing, high): Legal review pending; large DMS vendors have blocked and sued third-party accessors.
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- **Export to the OEM data lake and standard formats (STAR)** (missing, medium): The pitch promises data-lake delivery; a concrete connector and output in standards the OEM already uses are missing.
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Months 13–18

- **JIT parts ordering and quality alerts in production** (missing, low): Predictive modules on roadmap; need accumulated real data from several dealers.

Months 19–24

- **Data export for DMS migration on dealer request** (missing, low): Would leverage the common schema to ease DMS switching pain (Tekion vs CDK case).

Conclusion

The market suffers from fees and blocks on dealer data access, read-only integrations and brittle RPA; RosettaDMS tackles these head-on with zero dealer cost, bidirectional write-back and computer use where no API exists, and no neutral integrator is evident in Mexico. Its biggest gap is that nothing has yet run against a real DMS: computer-use reliability, sync monitoring, legal clearance and auditable security must be proven in the first pilot.