

## VINSOLUTIONS CRM

# CLOUDSTORE OVERVIEW

Do more with your data. Export, back up, and manage your data in bulk with **Cloudstore** to overcome the confusion and disorganization that often accompanies dealership data. With the ability to export the majority of your CRM data nightly (and updated hourly), it's easy to leverage your data to more effectively manage your business and market to your customers.

Cloudstore from VinSolutions gives you the ability to extract bulk data out of VinSolutions CRM and into a data warehouse, where you can organize and leverage your data to generate marketing lists (for external marketing systems), manage consent and compliance, create dashboards and reports, supply data for internal systems, and much more. Cloudstore extracts and backs up complete data sets from VinSolutions CRM nightly, and updates are sent hourly, to reflect all changes made since the last run.

Cloudstore exports key data from VinSolutions CRM, so you can combine it with other software systems and data as you see fit.\*

### EXPORTED DATA SETS INCLUDE:

- Communication summaries (by day and by user)
- Customer email and text consent opt-in and opt-out information
- Sales data
- Inventory information
- Leads (including supporting tables like Custom Lead Statuses, Vehicles of Interest, Trade-In Vehicles, Visits, and Sales Appointments)
- ROs
- Tasks (limited)
- Users and user access information
- Third-party lead references (a lead identifier that can be passed through the ADF or Lead Submissions API)

### DATA EXPORT OVERVIEW:

As a customer of our Cloudstore product, you get access via SFTP. There will be three main folders in your account's FTP access:

|                                                                                                       |                                                                        |
|-------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|
|  <b>master/</b>     | The Master folder is where your daily full data set will be stored.    |
|  <b>schema/</b>    | The Schema folder is a JSON representation of the data schema.         |
|  <b>updates/</b> | The Updates folder is where the hourly updates/deletes will be stored. |

### DATA SETS AVAILABLE:

The following files will be provided based on the data schema:

|                                                                                                              |                                                                                                         |                                                                                                         |                                                                                                              |
|--------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
|  CommunicationDetailEmail/ |  CRMSoldTransaction/ |  Customer/           |  LeadVehicleOfInterest/ |
|  CommunicationDetailPhone/ |  User/               |  Lead/               |  LeadTradeInVehicle/    |
|  CommunicationDetailText/  |  UserAccess/         |  CommunicationType/  |  RoadToTheSaleStep/     |
|  EmailSubscriptionStatus/  |  LeadSource/         |  ServiceAppointment/ |  LeadNote/              |
|  SMSSubscriptionStatus/    |  DMSSoldTransaction/ |  ServiceVisit/       |  SummaryCommunication/  |
|  Inventory/                |  LeadStatus/         |  ShowroomVisit/      |                                                                                                              |
|  ThirdPartyLeadReferences/ |  LeadType/           |  Appointment/        |                                                                                                              |
|  Dealer/                   |  LeadStatusCustom/   |  Task/               |                                                                                                              |

**QUESTIONS? CONTACT US AT (866) 578-8152**

\*Not available for third parties.



### READY TO GET STARTED?

Scan the QR code to schedule a demo or visit [VinSolutions.com/Request-Demo](https://Vinsolutions.com/Request-Demo)