



CUSTOMER PROFILE

CDK Global is the world's largest provider of integrated IT and digital marketing solutions for the automotive retail industry. This company moves fast and embraces change to maintain its edge above the rest. This includes adopting new video technologies and embedding collaboration across its global workforce.

The GPA has implemented new technology solutions for CDK Global in the U.S., India and Germany. These projects included various workspaces and open collaborative environments.

Video walls in CDK lobbies and public spaces provide an opportunity for sharing important company messaging, news and brand imperatives.

CDK teams have access to more than 100 huddle spaces, conferencing rooms and training areas with video technologies at the center of it all for improved collaboration and learning.

CDK employees have embedded video collaboration into their daily routines, inside dealer showcase areas and across briefing centers, in cafés and workout facilities, and in auditoriums and on desktops.

GPA members have helped CDK Global employees get more face time and efficiency using the latest video collaboration tools with ongoing training and support, as well as giving advice on new trends and best practices. It is a strong global partnership.