

# CDK Global Significantly Reduces Database Costs Using Mertech's BTR2SQL Driver

## HIGHLIGHTS

- Live on new SQL backend within just three months after testing
- Switched all customers to use SQL-enabled version of application
- Significantly reduced database costs by switching to open-source SQL database

**"MERTECH PROVIDED US WITH EXCELLENT SUPPORT AND HELPED OUR TEAM QUICKLY SOLVE MIGRATION-RELATED ISSUES AS THEY CAME UP."**

Dan Zabowski

Sr. Director of Research and Development  
CDK Global

## Background

CDK Global provides integrated technology and digital marketing solutions to over 27,000 auto dealerships around the world. CDK's dedicated to helping dealers thrive in a world where customer needs, expectations, and behaviors are changing continuously.

CDK originally developed their Dealership Management System (DMS) on a mainframe using COBOL and Virtual Storage Access Method (VSAM). They later migrated their application to Windows using Fujitsu Cobol and a Btrieve database backend.



## Business Challenge

When you've been in business for 40 years, you often find yourself relying on old technologies. With CDK's customers increasingly asking for the ease-of-access and in-depth reporting made possible by Microsoft SQL Server and PostgreSQL databases, CDK knew they needed to update their Btrieve-based application to connect with these mainstream databases, as well as migrate their data to SQL. Otherwise, CDK wouldn't be able to cost-effectively implement the features their customers needed.

## Solution: Mertech's BTR2SQL Driver

Independent Software Vendors transitioning from Btrieve-based databases to SQL backends typically have two options. They can incur massive costs manually rewriting their application and migrating their data. Or, they can find a partner who'll help them bridge the gap between Btrieve and SQL.

For CDK Global, that choice was no choice at all.

"It seemed impossible to imagine running our application with SQL without spending millions of dollars over several years of development," said Dan Zabowski, CDK's Sr. Director of Research and Development. "But with Mertech, we went live after just three months of testing."

With Mertech's BTR2SQL driver plugged in, CDK's application now seamlessly connects with SQL databases, allowing them to address their customers' ever-evolving needs and remain a leader in the DMS market.

To migrate to Microsoft SQL Server as quickly as possible, CDK opted to run BTR2SQL without creating Btrieve Data Dictionary Files. This approach let CDK immediately run their application against their SQL backend without converting data structures into Btrieve tables. However, this approach also necessitated that customers begin using the SQL-enabled version of CDK's app as soon as possible, as the two versions of CDK's applications could not share the same backend database. To mitigate version differences and inconsistencies, CDK pushed hard for dealers to begin using the SQL-enabled version of their DMS, and they offered only the SQL-enabled version to new customers.

## **Impact and Future**

CDK's always prided themselves on helping their dealers create stable, sustainable customer relationships. Now, the company can rest easy knowing their own customer relationships are just as rock-solid. Within just a year, CDK convinced all their dealers of SQL's worth. Every one of CDK's customers now uses the SQL-enabled version of their application.

Additionally, CDK's cut their own database licensing costs significantly by migrating to an open-source PostgreSQL database, reducing their overhead and allowing them to market their product more aggressively.

"The fact that we didn't have to re-engineer our application's codebase to use PostgreSQL provided us with a great business advantage," said Zabowski. "And throughout the process, Mertech provided us with excellent support and helped our team quickly solve migration-related issues as they came up."

## **Contact Information**

CDK Global  
1950 Hassell Road  
Hoffman Estates, IL 60169

1.847.397.1700

[cdkglobal.com](http://cdkglobal.com)