

# CREATING AN APP IN FORTELLIS

March 2022

**FORTELLIS**



# FORTELLIS

Automotive Commerce Exchange™

Fortellis is a technology platform that allows Dealers, Developers and OEMs to leverage, build, innovate and integrate apps and workflows to transform business.



MARKETPLACE



DEVELOPER NETWORK



COMMUNITY



**105+**  
Published Apps



**100+**  
Published APIs

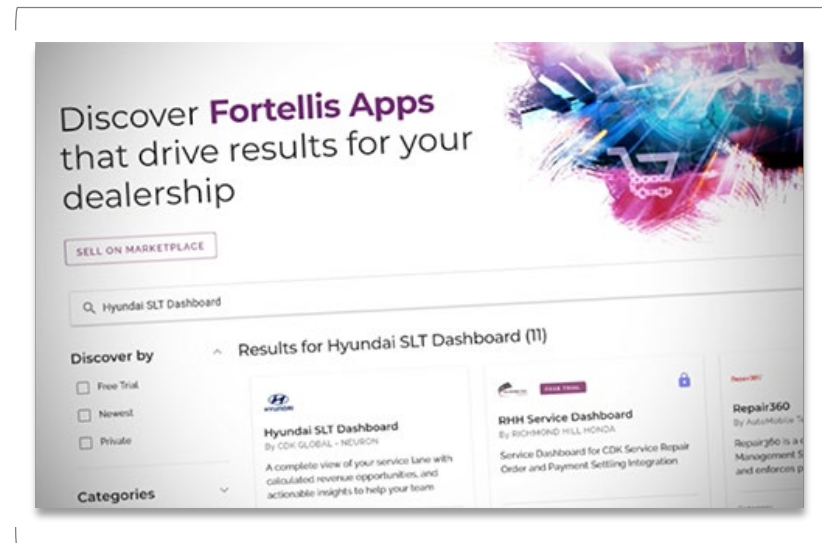


**4000+**  
Dealer Integrations

## SCALABLE AND DEPENDABLE TOOLS FOR DEVELOPERS

Developers are rapidly building new solutions in the

**Fortellis Developer Network**, then making their solutions available to thousands of dealers in the **Fortellis Marketplace**.



# Fortellis Apps Using Fortellis APIs

Apps on Fortellis are representations of your existing product, with integrations provided by the Fortellis APIs. Each App project allows you to build rich workflow solutions. This document covers the following key elements for App publishers on the Fortellis platform:

1

## Create a new Account and Organization on Fortellis

- Sign-up on the Fortellis Platform (<https://accounts.fortellis.io/signup>).
- Login to your new Fortellis account.
- Join your company's Fortellis organization.
- If a Fortellis organization for your company was not found, create a new organization.

2

## Create a Fortellis App within your Developer Network Account

- Create an App project to prove your concept.
- Select Fortellis APIs to integrate with your product.
- Enable APIs and test your product's integrations.

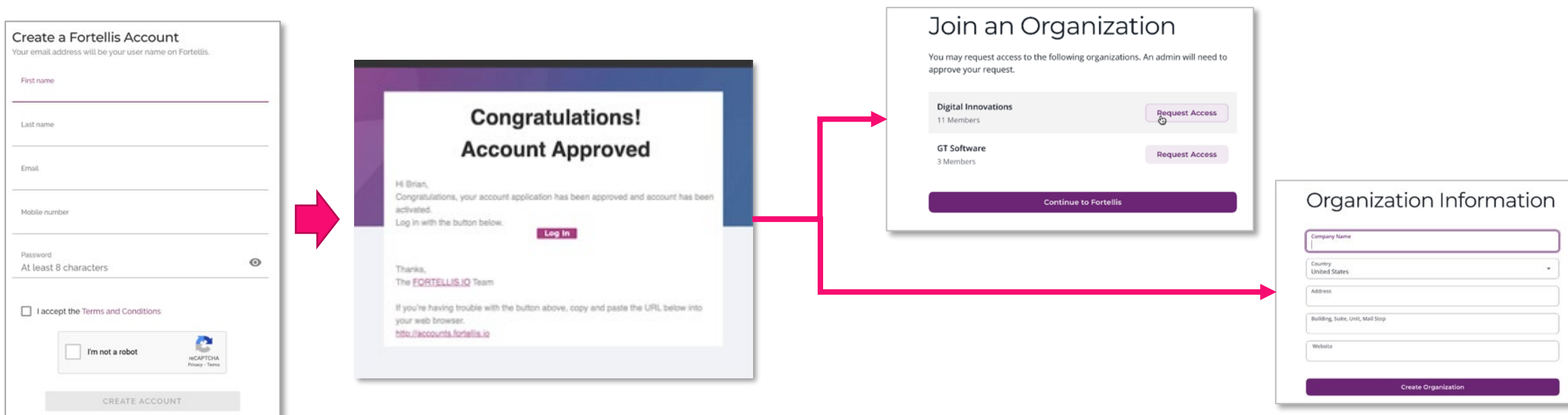
3

## Review and Manage Your Marketplace App Listing

- Your App listing's Insights page allows you to manage all aspects of your App.

# Creating an Account on Fortellis

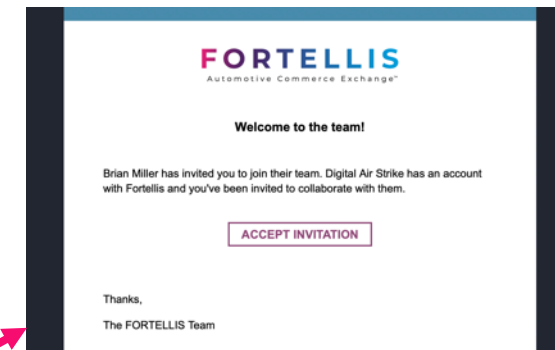
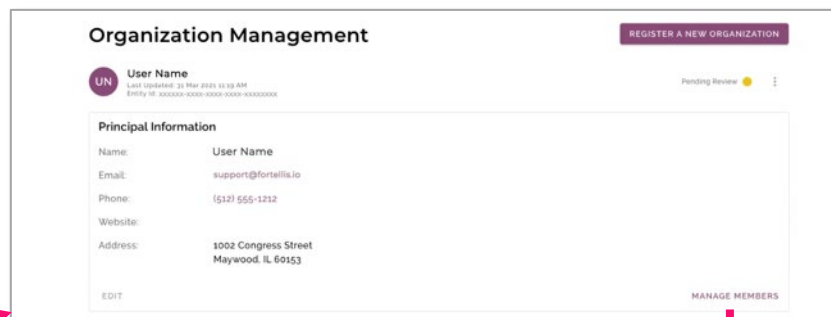
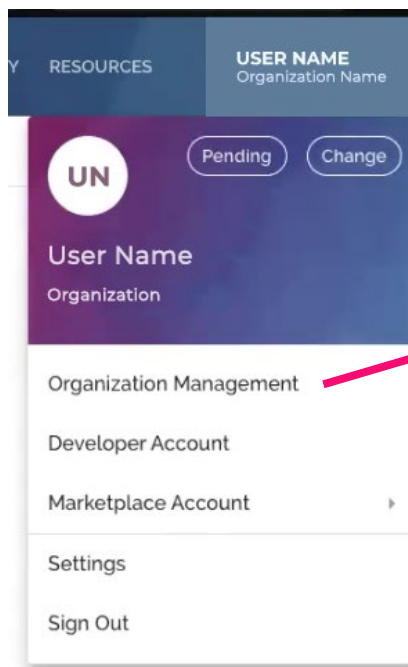
Begin by creating an account from our sign-up page using your business email address. You will receive a validation email to complete your account setup. When you log in for the first time, if an organization tied to your email already exists, you will have the option to join. If no matches are found, you can set up your company as an organization.



Create your Fortellis account now by visiting the following link: <https://accounts.fortellis.io/signup>

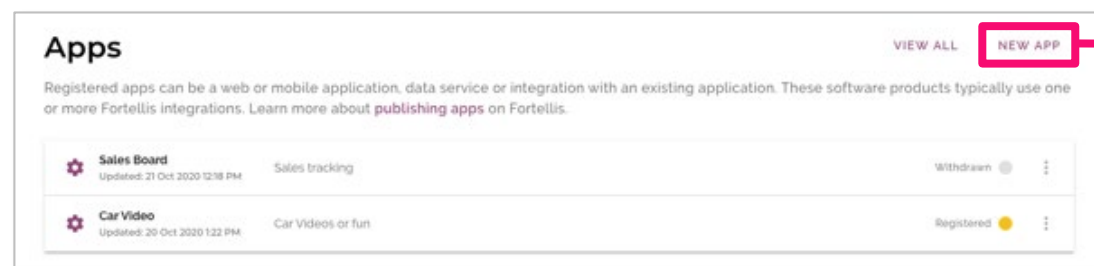
# Adding a New User to Your Organization

If you need to add new team members to your organization to complete your API listing, log into your Fortellis account and select “Organization Management” from the user menu. Click the “Manage Members” link on the bottom left to open the Members screen. Click on the “Invite New Member” button to add new members. Member requests can be approved and removed within the member grid.



# Creating an App in the Developer Network

To create a new App in the developer network, simply log into your developer account and click the “New App” link in the Apps section of the page. Give your App a unique name and description, then select the APIs your App will use.



Give your App a unique name and description, then select the desired APIs for your App from the API selection window.

Filter API search results by integration domains

Filter API search results by publisher name

The 'Register a New App' form is divided into several sections: 'App Details' with fields for 'App Name' and 'App Description'; 'Website (Optional)' and 'Callback URL (Optional)'; 'API Integrations' with a search field and a list of APIs; and a 'PUBLISHER' section with radio buttons for 'All Publishers', 'CDK Global', 'Drive Right Data', 'eLead', and 'MArket Check'. The form also includes a 'CANCEL' button and a 'REGISTER' button.

App Name

App Description

App Website

Callback URL

API Key Word Search

API Selection Window



# Enabling CDK Merchandisable Vehicle Composite Private API

Merchandisable Vehicle Composite (CDK Global - Fortellis Development) is a Private API. The Live Vehicle Inventory Support team will need to share the API Spec to your approved organization on Fortellis.

- Once you complete creating an account and registering your organization on Fortellis, **contact CDK at [live\\_inventory\\_support@cdk.com](mailto:live_inventory_support@cdk.com)** for access to the Merchandisable Vehicle Composite Private API.



#### Vehicle Search

Make, model and trim  
Body type, transmission, or drivetrain  
Geographic location  
Price or monthly payments



#### VIN Specific Vehicle Data

Features, options, and OEM installed packages  
Interior and exterior color codes  
MSRP Value, Specification  
Technical info (economy, number of cylinders, etc.)  
Images and videos



#### Retail Details

Details of Dealer or third-party selling the vehicle

**CDK Merchandisable Vehicle Composite API** returns ready-to-publish inventory listings for vehicles being sold or merchandised in real-time by a dealer to 3<sup>rd</sup> parties who have registered on Fortellis. MVC combines inventory technical specifications with pricing, incentives, calculated payments, categorized features/options, and media (photos and video) to provide a fully merchandised view of each vehicle record prepared for accurate and complete online retail listings.

# Enabling APIs in Your Fortellis App

As you select APIs from the API selection window, a list will form below the search tool. Select the pricing plan and enable each API by agreeing to the terms of use in order to save your new App project.

The screenshot shows the Fortellis API selection interface. At the top, there are radio buttons for 'Drive Right Data', 'eLead', and 'Market Check'. Below these is a section for 'Selected APIs' with a note: 'You must select pricing and agree to the terms of the selected APIs.' A table lists the selected APIs with columns for API, Publisher, Pricing, and Terms. The first row shows 'Merchandisable Vehicle Composite' with publisher 'e794-a2ee-4b59-ae08-06d183b14b6e'. Below the table, there are four labels with arrows pointing to the table: 'API Name' points to the API column, 'Plan Selector' points to the 'Select Plan' button, 'Enable API' points to the 'Accepted' button, and 'Remove API' points to the trash icon. A pink arrow points from the 'Select Plan' button to a modal window titled 'Choose Pricing for Elead Sales Customer'. The modal shows a note: 'API charges only apply if the selected API is in a product environment' and a 'Subscription Plan' with a flat rate of \$0.00 per 1 month. A 'Save' button is at the bottom right of the modal. A large pink arrow points from the 'Accepted' button to the right, labeled 'Open & Review Terms of Use'.

API Name

Plan Selector

Enable API

Remove API

Open & Review Terms of Use

Note: Images provided are only example screens



# Accepting API Terms of Use

The initial agreement will load with required fields for you to complete. Complete all highlighted fields and click the “Save” button on the top right. A digital document from DocuSign will be created. Next agree to electronic records signature and click the yellow “Continue” button.

Terms and Conditions

**CDK MERCHANDISABLE VEHICLE COMPOSITE API ORDER**

Order Date: **Order #**  
Developer Name: **Developer Legal Name**  
Solution(s): **Solution Name**  
Developer Contact(s): **Developer Contact Name**

This Order ("Order") incorporates by reference the terms of the API Licensing Terms ("Licensing Terms") which are available at <https://www.cdkglobal.com/us/api-licensing-terms>. Capitalized terms that are used but not otherwise defined in this Order shall have the meaning set forth in the Licensing Terms.

For the convenience of the parties, this Order may be executed by the parties in counterparts, each of which shall be deemed an original agreement and both of which shall constitute one and the same agreement. This Order may be circulated for signature through electronic transmission, including, without limitation, email, and all signatures so obtained and transmitted shall be deemed for all purposes under this Order to be original signatures.

1. **CDK APIs:** CDK will provide access to the above App published in **Fortellis** to the following CDK API(s). All technical specifications/limitations of the API(s) can be found on Fortellis.io.

**Main API: CDK MERCHANDISABLE VEHICLE COMPOSITE**  
*Under the terms of this Order, Developer agrees that the Developer App named above and defined in the Fortellis App Publisher agreement is the only Developer App that can be integrated with the API(s) described herein. Developer App may not use Data beyond the App or deliver Data to a Third Party without express written consent of CDK in each case.*

**Fees:**  
CDK agrees to make the license for this API available for Solution tied to VW Live Vehicle Inventory product at no charge through December 31, 2024.

IN WITNESS HEREOF, the parties enter into this Order as of the Order Date first set forth above.

SAVE



Terms and Conditions

Please read the **Electronic Record and Signature Disclosure**.  
☒ I agree to use electronic records and signatures.

**CONTINUE** OTHER ACTIONS ▾

**CDK MERCHANDISABLE VEHICLE COMPOSITE API ORDER**

Order Date: April 6<sup>th</sup>, 2022  
Developer Name: Emily Hernandez  
Solution(s): Live Vehicle Inventory  
Developer Contact(s): Emily Hernandez – [Emily.Hernandez@CDK.com](mailto:Emily.Hernandez@CDK.com)

This Order ("Order") incorporates by reference the terms of the API Licensing Terms ("Licensing Terms") which are available at <https://www.cdkglobal.com/us/api-licensing-terms>. Capitalized terms that are used but not otherwise defined in this Order shall have the meaning set forth in the Licensing Terms.

For the convenience of the parties, this Order may be executed by the parties in counterparts, each of which shall be deemed an original agreement and both of which shall constitute one and the same agreement. This Order may be circulated for signature through electronic transmission, including, without limitation, email, and all signatures so obtained and transmitted shall be deemed for all purposes under this Order to be original signatures.

1. **CDK APIs:** CDK will provide access to the above App published in **Fortellis** to the following CDK API(s). All technical specifications/limitations of the API(s) can be found on Fortellis.io.

**Main API: CDK MERCHANDISABLE VEHICLE COMPOSITE**  
*Under the terms of this Order, Developer agrees that the Developer App named above and defined in the Fortellis App Publisher agreement is the only Developer App that can be integrated with the API(s) described herein. Developer App may not use Data beyond the App or deliver Data to a Third Party without express written consent of CDK in each case.*

**Fees:**  
CDK agrees to make the license for this API available for Solution tied to VW Live Vehicle Inventory product at no charge through December 31, 2024.

Powered by DocuSign

Change Language - English (US) | Copyright © 2021 DocuSign Inc. | VDR

[View CDK Global API Licensing Terms](#)

# Accepting API Terms of Use

To complete the process, scan through the document or click the yellow “Start” button to be taken to the first place where a signature is required. You will receive a copy of the signed agreement via email.

The screenshot shows a 'Terms and Conditions' window with a document titled 'CDK MERCHANDISABLE VEHICLE COMPOSITE API ORDER'. The document contains the following text:

Order Date: April 6<sup>th</sup>, 2022  
Developer Name: Emily Hernandez  
Solution(s): Live Vehicle Inventory  
Developer Contact(s): Emily Hernandez - [Emily.Hernandez@CDK.com](mailto:Emily.Hernandez@CDK.com)

This Order ("Order") incorporates by reference the terms of the API Licensing Terms ("Licensing Terms") which are available at <https://www.cdkglobal.com/us/api-licensing-terms..> Capitalized terms that are used but not otherwise defined in this Order shall have the meaning set forth in the Licensing Terms.

For the convenience of the parties, this Order may be executed by the parties in counterparts, each of which shall be deemed an original agreement and both of which shall constitute one and the same agreement. This Order may be circulated for signature through electronic transmission, including, without limitation, email, and all signatures so obtained and transmitted shall be deemed for all purposes under this Order to be original signatures.

1. **CDK APIs:** CDK will provide access to the above App published in Fortellis to the following CDK API(s). All technical specifications/limitations of the API(s) can be found on Fortellis.io.

**Main API:** CDK MERCHANDISABLE VEHICLE COMPOSITE  
Under the terms of this Order, Developer agrees that the Developer App named above and defined in the Fortellis App Publisher agreement is the only Developer App that can be integrated with the API(s) described herein. Developer App may not use Data beyond the App or deliver Data to a Third Party without express written consent of CDK in each case.

The 'Adopt Your Signature' dialog is open, showing fields for 'Full Name\*' (Emily Hernandez) and 'Initials\*' (EH). It has tabs for 'SELECT STYLE', 'DRAW', and 'UPLOAD'. The 'PREVIEW' section shows a signature 'Emily Hernandez' and initials 'EH' with a DocuSign ID 'B41FEA47FF3949C...'. At the bottom are 'ADOPT AND SIGN' and 'CANCEL' buttons.

Red arrows indicate the flow: one from the 'NEXT' button in the Terms and Conditions window to the 'Adopt Your Signature' dialog, and another from the 'Download' icon in the document toolbar to a dropdown menu showing 'Combined PDF' and 'Separate PDFs' options.

Note: If you wish to review the document with team members, use the download arrow icon on the top of the screen to download a copy for review.

Note: Images provided are only example screens

# Reviewing Your App Project

**App Details**

Description: This helper API provides data to be used in conjunction with other APIs as needed. This API searches, retrieves and provides the following details to support interaction with other APIs. This helper API provides data to be used in conjunction with other APIs as needed.

website: <https://appointmentsninja.com>

Callback URL: <https://appointmentsninja.com>

[Download Subscription Report](#) [Edit App](#)

**Credentials**

API Key: PiStEZolcFNVOoNnqM6AivBMAIFN7lw6 [Copy](#)

API Secret: \*\*\*\*\* [Generate New Secret](#) [Copy](#)

Key Issue Date: 29 April 2021 1:39 PM

Test Subscription ID: PiStEZolcFNVOoNnqM6AivBMAIFN7lw6 [Copy](#) [view Details](#) [Retry Activation](#)

**API Integrations**

API	Publisher	Pricing	Terms	Accepted On
Merchandiseable Vehicle Composite	DK Global - Fortellis Development	Free	Accepted	04/29/21

**Sell in Marketplace**

All public apps are reviewed by Fortellis for Safety and quality. Submit your app for review after completing your app listing.

[Create Listing](#)

After saving your App, you will return to your Developer Network home page. Click on the app to open and review details. Edit as needed, then click the “Create Listing” button to publish your App to the Marketplace.

Edit App includes details such as name & description

Use API credentials to test your App’s functions

View API Test Environments and Status Details

*Publish Your App Listing in the Fortellis Marketplaces*

Note: Images provided are only example screens



# FORTELLIS

Automotive Commerce Exchange™



QUESTIONS?

[LIVE\\_INVENTORY\\_SUPPORT@CDK.COM](mailto:LIVE_INVENTORY_SUPPORT@CDK.COM)