

# Helion Automotive Technologies and Dealertrack DMS to Co-Present Data Security Session at DrivingSales Executive Summit

TIMONIUM, MD, UNITED STATES, October 10, 2017 /EINPresswire.com/ -- Helion Automotive Technologies, the retail automotive industry's leading Information Technology (IT) managed services provider (MSP), today announced that its President and CEO, Erik Nachbahr, will co-present with Kai Nielsen, Director of Strategy and Business Ops with Dealertrack DMS, at the upcoming DrivingSales Executive Summit. Nachbahr's and Nielsen's session is titled "Data Security for Today's Dealerships" and will address the growing risks of data loss due to security breaches.



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*Erik Nachbahr, President,  
Helion Automotive  
Technologies*

"Dealers may think this is a technology issue but data security is an important business issue that every executive needs to understand," said Nachbahr. "Dealerships are ideal targets for cyber criminals and many dealerships have experienced security incidents with severe consequences. In this session we'll give dealers a detailed plan for protecting their data."

In the U.S. approximately 75 percent of small and mid-size businesses have experienced security breaches, according to a July 2016 report by [Osterman Research](#) titled IT Security at Small to Mid-Size Businesses (SMBs): 2016 Benchmark Survey.

"Dealers should demand more from their DMS and that certainly applies to data security," said Nielsen. "Both Dealertrack DMS and Helion Automotive Technologies are committed to helping dealers protect their reputations and customer relationships. Having the data accessibility necessary to conduct business and being trusted stewards of customer data should not be mutually exclusive."

In their joint session, Nachbahr and Nielsen will cover:

- Simple policies and procedures to implement in your dealership that will reduce the risk of data loss
- Steps you should take to protect your dealership at the physical level
- Technologies you should invest in that are equipped to protect against data threats

"Data Security for Today's Dealerships" is scheduled for Monday, October 23rd from 2:55-3:35 pm. The DrivingSales Executive Summit is being held at the Bellagio in Las Vegas, NV. For more information or to register, visit <http://www.drivingsales.com/dses>

### About Dealertrack

Dealertrack is the leading provider of digital solutions to the automotive retail industry. Whether you're a dealer, a lender, a manufacturer, or a state agency, our integrated and intuitive approach to products and services makes your workflows more efficient, transparent, and profitable. From our pioneering Digital Retailing tools—bridging the gap between the online and in-store experience—to our lender network (the largest in North America) Dealertrack is the only company helping enable the transformation of auto retailing. Dealertrack is a part of Cox Automotive. For more information please visit [www.coxautoinc.com](http://www.coxautoinc.com).

### About Helion Automotive Technologies

Helion is a leading IT solutions provider for over 20 years, providing 650+ auto dealers nationwide, with faster, more efficient networks and secure data protection. From managed services to IT assistance and service desk help, Helion offers both short-term IT fixes and long-term planning so dealers can focus on what matters most: selling & servicing cars. Dealers can request a free assessment of their IT needs at [www.heliontechnologies.com](http://www.heliontechnologies.com).

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