



FOR IMMEDIATE RELEASE

Decisiv Closes KEA Advisors Acquisition, Expanding Performance as a Platform

Deal adds decades of benchmarking and advisory expertise to the company's Performance as a Platform™ (PaaP) initiative

Reston, Virginia, September 8, 2026 (GLOBE NEWSWIRE) -- Decisiv®, Inc., the industry leader in [Service Relationship Management](#) (SRM) solutions, today announced the successful closing of its acquisition of KEA Advisors, uniting 25 years of dealership performance improvement, benchmarking, advisory expertise, and the PULSE Reporting system with the industry leading Decisiv SRM™ platform.

The combination, [first announced in March 2026](#), accelerates the delivery of Performance as a Platform™ (PaaP), Decisiv's AI-driven initiative for commercial vehicle service and performance.

The two companies have collaborated for years, most recently integrating Decisiv Status Tracker into PULSE Reporting to give dealerships an extensive view of service efficiency. Bringing the teams under one roof extends that collaboration into a single organization built to deliver AI-driven business performance solutions throughout all aspects of commercial dealerships.

"For 25 years, dealership departmental performance data and service operations have lived in different systems," said Tim Hardin, President and CEO of Decisiv. "That era is over. With KEA now part of Decisiv, dealerships get one platform that connects what the data shows to what actually happens in their operations. That is Performance as a Platform, powered by AI and delivered in real time. And it's the standard the industry has been waiting for."

What it means for customers

The KEA acquisition changes what dealers can expect from software. For the first time, performance benchmarking and optimization, advisory and educational data are embedded directly in the workflow their teams use every day. Dealers who want to know "How am I performing?" and "What should I do next?" can now draw on the combined strength of both KEA and Decisiv to optimize and grow their business.

KEA's analytics, advisory, and educational capabilities will sit alongside Decisiv SRM to give customers a connected path from operational data to business performance, the core promise of PaaP. For fleets, OEMs, and component manufacturers, the combination deepens the data, insight, and advisory layer surrounding the asset service ecosystem they already participate in through Decisiv SRM.

What it means for the industry

The software era that monetized digitization is ending. What comes next is AI-enabled infrastructure that measures and improves economic performance. With KEA integrating into Decisiv, the commercial vehicle service industry can expand the use of Decisiv's PaaS even further.

"Our team has spent decades helping dealers turn data at the dealership and departmental level into better business decisions and performance," said Keith Ely, Founder, KEA Advisors. "Joining Decisiv lets us put that expertise directly into a platform dealerships already use every day and deliver it to every customer in the SRM ecosystem."

Existing KEA Advisors clients will continue working with their current teams, while benefitting from expanded resources and capabilities. Decisiv customers will gain access to combined offerings through the company's expanding PaaS initiative.

About Decisiv

Decisiv, based in Virginia, powers North America's largest asset service management ecosystem for the commercial vehicle industry. Our industry leading Service Relationship Management (SRM) platform connects over 5,000 service locations and 74,000 fleets, orchestrating more than 4 million annual service events. By linking dealers, OEMs, component manufacturers, and fleets with real-time, actionable data at the point of service, Decisiv enables smarter maintenance planning and lifecycle management for improved utilization, performance, and compliance. Learn more at decisiv.com.

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