iMotors

customer profile

Exceeding
Customer Expectations
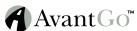with **AvantGo Enterprise**

iMotors is the first online used car retailer. However, unlike traditional used car retailers, iMotors holds no inventory. Instead, the company purchases used cars on request; matching customers orders to a set of chosen requirements such as: model, color, mileage and year.

Next, iMotors' nationwide network of experienced buyers goes to work. (They search auctions and other public and non-public wholesale sources around the country to find a car to match the customer's order.) Once they locate and purchase the vehicle, iMotors transports it to one of its Vehicle Certification Centers where certified technicians make needed repairs, replace parts, and perform preventative maintenance, bringing the vehicle to top condition both mechanically and cosmetically.

The Challenge

iMotors focuses entirely on exceeding customer expectations, and customers expect to take delivery of their vehicles, as soon as possible. While their no-inventory model creates cost advantages for iMotors it also means that speedy procurement is a must. From the beginning, iMotors has depended on its mobile team of buyers to quickly locate and purchase the right used car for the customer. Initially the buyers lacked the right tools to maximize efficiency. Armed with printed spreadsheets, the iMotors team had to manually sort through a lengthy list of customer orders during the auction, slowing down the process and creating room for error. As the number of orders and the number of buyers trying to fill each order grew, communication and automated order status updates grew more and more important. Christophe Marcant, Director of Procurement and Logistics Systems for iMotors, sought a solution for the mobile team that was easy to develop, deploy and manage on a daily basis. It was critical to find a solution that could be quickly developed without hiring additional engineering resources.

> **"AvantGo technology addressed our needs immediately, I was able to build a solution with our existing engineering resources in just one week."**
>
> **Christophe Marcant, Director of Procurement and Logistics Systems, iMotors.com**

The AvantGo Solution

With most of the sales team already using mobile devices, the AvantGo solution was an easy transition from the paper-based system. iMotors was able to deploy a prototype application in just one week that allowed buyers to access customer requests by car type or order number, directly from iMotors customer database. AvantGo enables these buyers to view an available car and then sort on the spot for a matching customer request. By having access to real-time information, AvantGo enabled the team to make more rapid, better informed decisions about purchases. With new orders streaming in each day, the buyers could easily sync to receive the latest orders anywhere or anytime.

Marcant found the process of updating and maintaining order requests from the central AvantGo server extremely simple. Marcant explains that because AvantGo is scalable he is able to easily add new users to the system as the team of buyers increases. Because AvantGo is platform independent and works with a variety of mobile devices, iMotors can support employees using Palm or Windows CE devices.

With AvantGo, iMotors was able to decrease order fulfillment time, eliminate duplicative work amongst buyers in the network, and ultimately exceed the customer's expectations by delivering quality vehicles as quickly as possible.

Benefits

- **Real-time information.** AvantGo enables the mobile team of iMotors buyers to make rapid, well-informed decisions by providing up-to-date customer requests any time, from any location.

- **Ease of implementation.** iMotors sought a solution that utilized existing technology and did not require hiring additional development staff. Using existing infrastructure and in-house HTML knowledge, iMotors was able to develop and deploy a prototype in just one week.

- **Multi-platform support.** AvantGo is platform agnostic, so if employees choose to use Palm or Windows CE, iMotors can continue to use AvantGo Enterprise to deploy applications without any additional investment.

- **Scalability.** iMotors wanted a solution that could accommodate a growing number of users and increasing amount of data. AvantGo's proven scalability allows flexibility with growth.

"At iMotors, we're constantly looking for ways to apply technology and improve our customer's experience. With AvantGo we streamline the procurement process, allowing us to find and buy customer vehicles more quickly. We work smarter and the customer gets their quality car faster – it's a win-win."

Christophe Marcant, Director of Procurement and Logistics Systems, iMotors.com