THE AUTOIMS NEWS

EMPOWERING THE REMARKETER

The Mobile App is Here

By Joe Miller and Robert Williams

The long-awaited release of the newest tool on your toolbelt finally came in July. The AutoIMS Mobile App is now available for both Apple and Android smartphones. This investment in your productivity stretched our comfort zone. The app is already proving to be a meaningful value-add to AutoIMS users, despite the limited mobility imposed by the pandemic.

The app, which we are providing at no additional cost, is an intuitive window into AutoIMS, and allows users to:

- Search for vehicles (including a VIN scanner!)
- View and edit important data
- Review and add notes
- Enter or adjust floor prices
- Review and approve repairs on the CR
- Seamlessly transition from desktop work to mobile-enabled work
- ...and more

Our journey from strategy, to concept, to design, testing, and rollout was intense. Creating a (good) mobile experience requires extensive input, expertise and trial & error. Our team, together with a partner called DevelopmentNow, rose to the occasion on everything from developing new data pathways to debating color schemes. The project will never truly end as we gather feedback from clients and make incremental improvements to the app over time.

Sincerest thanks to the many people involved in this project. From our board of directors who endorsed the financial investment without hesitation, to the clients who gave us input up front and along the way, our partners at DevelopmentNow, and the many AutoIMS associates who contributed countless hours: Your efforts are already paying off for the industry, so thank you again.

Not in the app yet? Search AutoIMS on your phone's app store and login with your AutoIMS credentials. Be sure to tell us what you think!

Collaboration is Our Superpower

By Shannon Meadows and Joe Miller

Amidst numerous other initiatives and announcements, we hope you noticed our new website. You probably weren't expecting it, but the strategy and planning behind this new expression of our company was in the works for several months. Known for nimble, home-grown, client-inspired development, you may have never guessed that we engaged an outside firm to help with this project.

Here's a peak behind the curtain at how we use collaboration and decisioning in our creative process. Our CX team (Client Experience) worked together to brainstorm and debate concepts and visuals for the public website. This team changes members every year, but includes an employee from each of our teams-Development, Client Support, Contracts and Billing, Systems, Client Engagement, and HR/Admin.

As designs were finalized and presented to management, a recommendation was made to keep our development crew focused on key, client and infrastructure projects; and thus to outsource development of the new site. Three companies were vetted from a much longer list and we decided to go with MaxMedia, an Atlanta-based company who had some previous industry experience.

Designs were sent to MaxMedia for input on current trends and best practices. They quickly got back to us with suggestions and the project was launched, developed and delivered in just a few weeks. Our tech team put the finishing touches on it, and made the technical swap to the new site without a

hitch. Not only is our look and feel now up to date, but we can update the site more easily. Perhaps most exciting is the new blog which we'll update frequently to showcase the things you need to know as an AutoIMS client.

Another shift you may have noticed is in our advertising imagery. We are so grateful to the many industry leaders who worked with us on our previous "Artists and Scientists" campaign. How do you move on from something so successful and personal? The new "Superheroes of Remarketing" was born in another brainstorm, inspired by the major challenges being faced by our country. The main concept is to recognize that everyone has "superpowers" at their disposal, and that even the strongest heroes rely on good partners. We are using this campaign to highlight the importance of diversity and optimism as we serve one another in our industry, too. Be on the lookout for new hero characters, super-powering tools, and maybe a villain or two.

Keep on Trucking

By Michael Greene

The new, AutoIMS Transportation API is a standardized, but flexible, two-way data integration between AutoIMS and transportation companies serving commercial remarketers and auctions. This new offering reduces costly, manual processes including emails, phone calls; and the lost time and money resulting from poorly-qualified transport runs. While we've been connected to numerous transport providers for years, this modern option should make it easier for these critical industry partners to connect to AutoIMS and exchange a robust data set.

Transporters who partner with AutoIMS, can now receive pickup assignment details from AutoIMS, and send status updates to AutoIMS through an API in near-real time. Consignors and auctions can stay informed through AutoIMS, and the vehicle chain of custody is now more
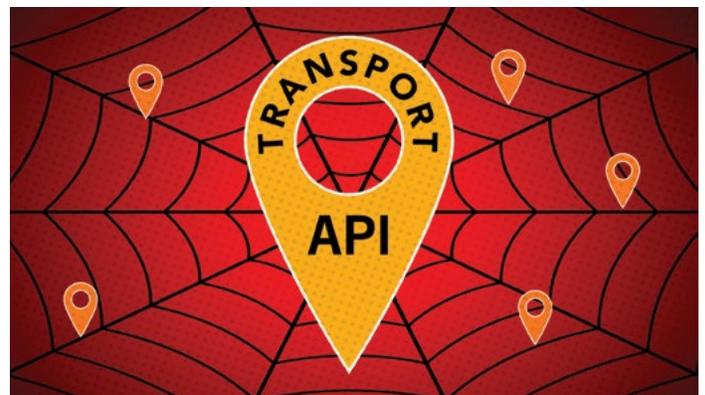
transparent than ever. Testing for the new API began in earnest in mid-July, and a full production release is scheduled soon after. New partners like Acertus and RCG Logistics are coming on board as we speak. Spread the word to your transporters, and give us a call to learn more.

A New Cat on the Prowl

By Lee Clark

As of 06/02/2020, AutoIMS now runs on the Apache Tomcat web application server. This represents a significant upgrade and step forward for AutoIMS; all done with very minimal disruption to our clients. So, what is a "web application server?" It is a program that handles much of the behind-the-scenes technical gyrations required to run web applications like AutoIMS.

It was a long, challenging migration, but we are already seeing the first dividends of our migration in support of our mission to be employer, provider, and investment of choice:

- AutoIMS now runs on top of a more compact, functional, and better-supported web application server that allows your friendly neighborhood AutoIMS developers to more-easily deliver the features which serve the automotive remarketing industry.

- Apache Tomcat simplifies new development releases and is also easier to update to correct vulnerabilities. This translates to more enhancements and security for our clients.

- Apache Tomcat is Open-Source, which alleviates licensing and support fees that our previous web application server vendor required. This expands our flexibility while keeping AutoIMS reasonably priced.

This migration was a huge team effort:

- Development crew and System Admins providing the technical horsepower to get it done

- Client Support handling client issues as we slowly started up Tomcat servers in Production

- The rest of the AutoIMS crew offering patience, support and encouragement to see the migration through

# Staying Connected at a Distance

By Beverly Heslin

March 17th, 2020. St. Patrick's Day. The day all AutoIMS employees started working from home. So, we asked our usual question, but under different circumstances: How do we keep our employees engaged? We started with a weekly email game, beginning with the question, "What is the best and worst thing about working from home?"

60% of the employees said the best thing was ...no Atlanta commute (big surprise). Other games focused on post-pandemic activities and everyones' ideal retirement destination. Turns out our employees love the beaches and mountains. A question about the Tiger King prompted puzzled responses

from some, and a shared disdain for Carole Baskin from most. A virtual Scavenger Hunt had everyone learning nuances about AutoIMS history and getting to know each other even better.

Occasional Zoom Happy Hours are a colorful hit with cocktails, pets, new facial hair, and island attire. Like many, though, a steady stream of work occupies a great deal of our time. We settled on MS Teams as our core collaboration tool, and it has served us well. Good communication continues to drive the connections that make us successful, and keep us engaged.
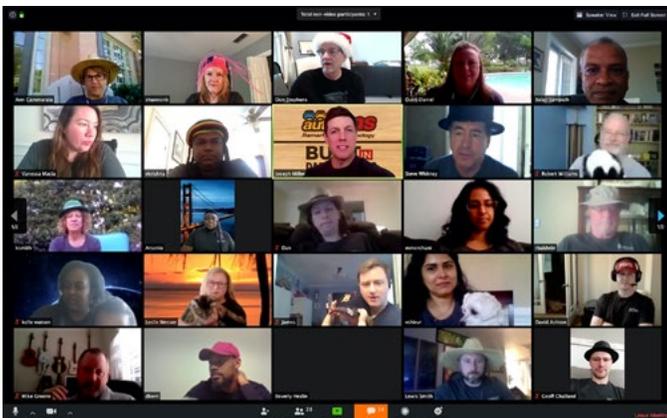
AutoIMS Quick Hit: AutoCheck

The days of being outsmarted by dealers are....HISTORY.
The AutoCheck vehicle history snapshot is now available for free, with options to make you even smarter. Call us to learn more about all vehicle history options in AutoIMS.

Send newsletter recipient changes to Kellee at kwatson@autoims.com.

New Partnership Supporting Compliance Needs: Privacy4Cars

By Keely Smith

In a world of increasing, compliance-fueled challenges for re-marketers, Data Privacy is taking center stage. As more states implement General Data Protection Regulation, one opportunity to protect consumers and your business is to ensure the removal of personal information from vehicle on-board systems. To that end, AutoIMS partnered with Privacy4Cars, the creator of a mobile app designed to help users delete Non-public personal information (NPI) from vehicles.

The Privacy4Cars app includes step-by-step, VIN-specific instructions for wiping NPI from hundreds of different models, with new models added each week. This process alleviates very real privacy concerns, as drivers often leave behind previous destinations, home address, garage door codes, contact lists, call logs, text messages, and device identifiers.

In addition to the efficiencies gained by using the app, participating auctions and consignors will now also benefit from an automated compliance log that appears in AutoIMS. New, Privacy4Cars-specific data fields including, "Data Deletion Status" and "Deletion Timestamp," provide a reportable check on whether the work was done successfully.

Removing personal information from confusing and widely varying infotainment system interfaces just got much easier.

What used to take upwards of twenty+ minutes can now be done in just moments. Auctions and consignors gain more confidence and are just a click away from producing evidence that a reasonable effort was conducted to protect the consumer.

Getting started is easy, too. There are no contracts needed to enable the service in AutoIMS. When auctions decide to use the app (and several have already), Privacy4Cars will notify AutoIMS which auctions and clients are authorized and will begin sending updates. For more information on getting started, Client Support is ready to assist you.