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# AutoIMS Expands Client Experience Team

We've had a very busy start to our summer, beginning in March when Ken Goodwin joined the AutoIMS family as a representative in Client Support. Ken was new to the automotive industry but came to us with superb customer care experience and a willingness to learn and a desire to grow. Under the tutelage of our senior Account Managers, Ken quickly picked up the business, first working on incoming emails and then advancing to inbound phone service. Ken's composure and "cool

under pressure" personality is a welcome addition to the team. If you haven't had a chance to speak with Ken, please help us welcome him to the team when you do.

In late April, AutoIMS continued the expansion of our customer service team by hiring industry veteran Ann Cammarata as Director of Client Support. Ann wasted no time in identifying improvement opportunities, and almost immediately made a departmental name change from Customer Service to Client Support.

The team overwhelmingly embraced the new title as it more accurately describes their role, and more importantly, their relationships with our consignor, auction and third party clients. You can look forward to a more formal announcement regarding the name change and the associated email addresses tied to the team. As Ann continues to harness the team's talent and evaluate work flows she is challenging the status quo, identifying process improvements and systematically attacking each one. "It's been less than 90 days, but Ann is already identifying small changes with big results — results that have afforded the team the freedom to work on more client-focused projects like AutoGrade and Chrome build data," said Joe Miller.

As Ann joined the Client Support team, Joe Miller was promoted to the role of Vice President, Client Experience. These changes reflect the evolution of how AutoIMS is choosing to serve its clients, largely in response to their requests for

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## Latest News In Data Security

by Don Stephens, Manager, Network Security

I recently attended the Advanced Network Forensics and Analysis course taught by the SANS Institute. The course is designed to help companies get better visibility into the security of their IT environment.

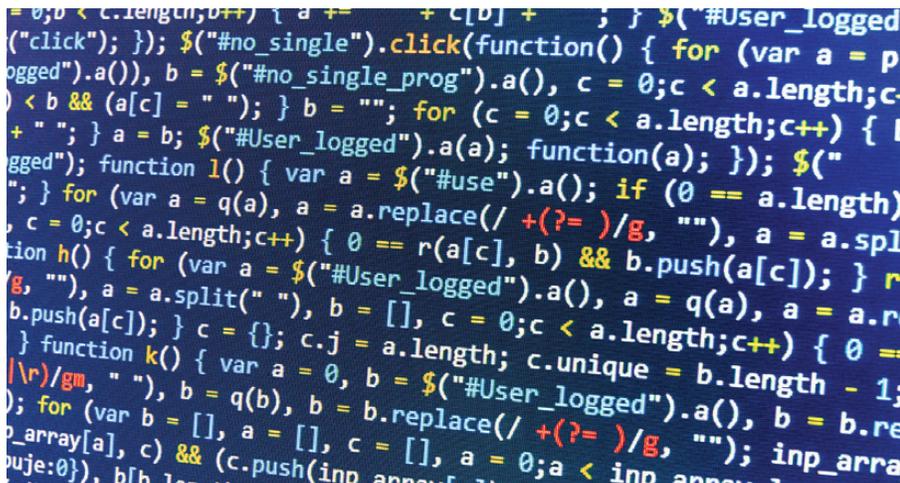
According to Verizon's most recent Data Breach Investigations Report, nearly two-thirds of corporate victims of data breaches learn of a compromise from an external party. Worse yet, security firm Mandiant reports that compromises are discovered, on average, more than 8 months after the actual break-in has occurred.

This creates a special challenge for Network Managers. The tools that can capture all the relevant network details also generate reams of log data that will rapidly swell to terabytes. (History be kind. I am writing this in 2016.) With every new web service offering or other expansion of internet traffic, the task becomes larger. Even the most security-driven organizations are not typically able to preserve more than a few weeks of

full packet capture logging.

How then is an organization to investigate a year-old break-in? The answer is to leverage a sparse data set called NetFlow records. The data size is so compact that organizations can afford to maintain a long history.

Surprisingly, these tiny records can yield abundant data about what may have occurred on a network. For example, a company insider who is aiding attackers might give himself away by the time of day that he accesses systems, or the network from which he connects. Similarly, systems that are compromised by botnets will tend to connect to the bad guy's command and control systems using patterns that are visible in NetFlow records. Finally, data exfiltration can sometimes be detected based on the size and destination of traffic. In all of these examples, the NetFlow data will not be definitive. Rather, it will generate useful leads that a good forensics investigator can follow to figure out what has happened in the network environment.



### Quick Fact

# 77%

...of Sold Vehicles  
Were Repaired  
@ Auction



Average Repair Price

\*AutoIMS Inventory Management System, 2016 — Q2

## New Compliance & Security Team Member

AutoIMS has beefed up its Systems team to enhance internal IT support, and stay on top of the ever-changing (and always-growing) concerns around security and compliance. In May, Vanessa Craig joined longtime associates Don Stephens and James Holle. Vanessa offers fresh insight after several years in the IT organization at Macy's. The move frees up Don Stephens to enhance his oversight of the AutoIMS network and hardware footprint, in addition to helping with our response to compliance-related requests. Longtime team member James Holle also advances his role maintaining and optimizing our development and production environments.

We are proud of the teams we've assembled, the people we've added and the responsibilities expanded. It's a reflection of our commitment to the industry to provide superior service and support to our valued business partners, and your commitment to us. We hope you'll join us in celebrating our new additions.

## Diving into the Customer Experience (CX)

by Ann Cammarata, Director, Client Support

With the Rocky Mountains of Denver, Colorado as our backdrop, we recently attended a conference dedicated to The B-to-B Customer Experience (CX). Hosted by Walker, a consulting firm out of Carmel, Indiana and attended by 200+ customer experience professionals, I, along with Joe Miller and Venkat Krishnamoorthy spent two full days expanding our knowledge, learning new skills and evaluating our own approach to the customer experience at AutoIMS.

So what is CX? CX is how customers perceive their interactions with an organization. It's effective communication and emotional engagement with your customers, and having the right answers to the question, "How easy is it to do business with you?"

CX is a company-wide movement that needs to be part of the culture – it has legs and is constantly in

motion. CX is not the flavor of the month.

At AutoIMS, understanding the Customer Experience is much more than an occasional satisfaction survey. Listening to our clients to find out what they truly want (a process called Journey Mapping), and capturing "moments of truth" allows us to evaluate, expand and evolve our own strategy for The Customer Experience. And it all starts at the top with the commitment and support from our CEO, Mike Broe.

Cultivating a corporate culture that promotes communication and motivates individuals is an essential ingredient to ensure full participation and success of the CX initiative. By engaging all areas of our organization we can stay one-step ahead, anticipate the needs of our clients, drive results and provide personalized, seamless solutions that address the needs of the remarketing industry.



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more customization, automation, and integration of the various tools and data connections AutoIMS supports. AutoIMS Support veteran Mike Greene will now focus exclusively on the Solutions role, which offers our clients a powerful blend of remarketing expertise, AutoIMS and related data integration experience, and project management skills.

"With our investments on the Support side, we can take the next step to evolve the consultative, Solutions part of our organization, diving deeper in to our clients' business challenges and opportunities that take more time and coordination to solve. It truly is a team effort, and our Support team has done a wonderful job embracing Ann's leadership and ideas, setting fresh objectives, and not missing a beat in serving our clients," added Miller.

AutoIMS member clients and auctions can learn more about AutoIMS and industry innovations by visiting: [www.autoimssolutions.com](http://www.autoimssolutions.com).



Auto Auction Services Corp.  
50 Glenlake Parkway, Ste. 400  
Atlanta, GA 30328  
888-683-2272

PRSR STD  
U.S. POSTAGE  
PAID  
PERMIT 96  
KENNESAW, GA



Send newsletter recipient changes to Beverly at [bheslin@autoims.com](mailto:bheslin@autoims.com).

## Build Data Now Available to Remarketing Industry

The new partnership between AutoIMS and Chrome Data offers sellers more accurate, standardized vehicle content data directly through the AutoIMS platform. This connection aims to meet the evolving needs of the remarketing industry, and the call for a centralized vehicle data repository by the International Automotive Remarketers Alliance (IARA) Standards Committee.

The solution addresses remarketer concerns related to increasing vehicle volumes in physical and online auction venues and the ongoing challenge to fully account for the equipment, options, and other information needed to maximize the value of a vehicle through better descriptions and pricing.

The data connection itself will allow participating AutoIMS consignors to access accurate, VIN-level, as-built vehicle descriptions, recall notices, MSRP, invoice prices, and warranty information as compiled from numerous OEMs by Chrome Data. The data is available to AutoIMS consignor clients, and is discounted for IARA members.



“The IARA is very excited to see this initiative take flight. This data will give our remarketers increased confidence throughout the remarketing process, resulting in lower days to sell and maximized residual value retention,” said Tim Meta, head of remarketing for Fifth Third Bank and IARA Standards Committee Chair.

Craig Jennings, Chrome Data’s Managing Partner said, “It became very clear that AutoIMS was the most efficient channel to enable broad access to our

accurate, as-built vehicle descriptions for remarketers. We look forward to expanding the partnership and adding even more value to the industry.”

AutoIMS CEO Mike Broe added, “Partnering with Chrome Data provides critical information to our consignors; we also look forward to working with Craig and his team on other valuable product offerings for the remarketing industry.”

Interested parties can contact AutoIMS Solutions for more information. Email [solutions@autoims.com](mailto:solutions@autoims.com) or call 888-683-2272.