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The 3 Pillars of AutoIMS

by Venkat Krishnamoorthy

Earlier this year, and culminating with an all-company discussion in October, I had the joy of leading our team in an exercise we collectively named “The Three Pillars of AutoIMS.” A guiding principle that deeply resonates with me is the concept of making AutoIMS the Employer of Choice, Provider of Choice, and Investment of Choice – the three pillars for a well-run company.

Beyond simply talking about and trying to demonstrate this principle, I realized this could be a meaningful exercise, allowing us to gather and discuss organic inputs from our entire employee base. Over the course of a few weeks, we distilled the concept into two questions that would help us gauge AutoIMS against the three pillars:

1. What is working well?
2. What needs to improve?

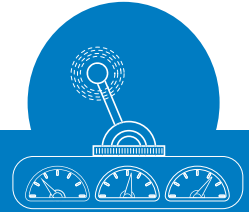
To make the three pillars exercise manageable, we opted to split the entire company into six teams based on their job functions – Solutions/Marketing, Contracts/Compliance/Billing, Office/HR, Java Development, Systems, and Client Support. Each of the six teams were tasked with conducting their own discussions to determine three prioritized items for each of the two questions.

The teams rose up to the challenge, delivering a prioritized set of high-impact ideas. Mike Broe and I compiled the raw data and were pleasantly surprised to find many common themes across the teams. It was highly encouraging to notice that how we treat all the teams and more importantly how the different teams perceive what AutoIMS does for them matched on many levels!

In our all-company meeting, we presented the summarized results of the exercise. We also had one team member from each of the six teams present a topic that needed improvement, along with suggestions on how to move the needle. It was a quick three-hour meeting and the best part was the collaboration and energy that we saw from all thirty employees. Ideas, clarifying questions, and even awareness around existing solutions were shared throughout by everyone in response to the six areas of improvement.



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2018 Enhancements, Solutions & Innovations

Repair Related Notes: Now, auction users can manually add a Repair Related Note in AutoIMS. The repair related note feature is located at the bottom of the CR Tab on the Tabbed Vehicle Summary page.

Open a Ticket Through AutoIMS: Have an issue with a vehicle record? Click a link that directly opens a ticket with the AutoIMS Client Support team.

New Benchmarks: Created to Assigned for Pickup, Created to Secured, Assigned for Pickup to Secured

Batch Notes: Manually enter a single note that will attach to several vehicle records at a time.

Vehicle Turn Back Program: Allow rental company turn backs to be viewable within AutoIMS. Approve CR's, dispute damage items, automate and streamline the vehicle turn back process.

New Fields, Filters and Hold Types: Expected Certification Column, Adjusted MMR: Price National and Regional, Scheduled Run this Auction, Scheduled Run this VIN, and 3rd Party Hold

Optional Detail Line Item Filter: Run detailed reports that include records that meet or don't meet optional detail line item requirements.

Customizable Widgets: Display customized widgets on your dashboard that meet your criteria.

Adjusted MMR: MMR Adjustments provide a breakdown of how odometer, geographic region, condition and exterior color impact a specific vehicle's value relative to its Base MMR.

Limited Access Views: Grant custom inventory views to a segment of your vehicle inventory to your vendors such as insurance providers, title companies, transport companies and more.

Vehicle Web Service: Get data back in near real time vs. a flat file/scheduled report.

Notes Web Service: Receive notes in near real time as vehicle records are updated within AutoIMS.

New Connections: HTL Keys, Car Fax and Goldfein Claims Management

Customer Support Team Expands

Originally from Montego Bay, Jamaica, Arsenio Murphy claims to have had no sense of rhythm for the first half of his life. An interest in performing the spoken word and writing poetry calls for timing and cadence, so Arsenio grew out of a 'beat deaf' existence, got more comfortable with his craft and taking it to the stage. Arsenio would eventually find his way to Perimeter College and graduated with a degree in communications.

Before joining the AutoIMS Client Support Team, Arsenio worked for Sprint as a cross between a salesman and a phone tech. He also worked as a legal assistant at a law firm. "It was busy and required constant following up with clients, doctors/chiro's, and insurance companies in order to gather information for personal injury cases."

When asked about his impression of what it's like to work at AutoIMS, Arsenio noted, "The employees really care about each other and their clients love them."

"Arsenio brings a positive energy to the Client Support team which radiates in everything he does. Just 60 days into the job and he's already picking up calls, handling

tickets and performing system demos. He's like a sponge... soaking up every bit of knowledge possible from his teammates," says Ann Cammarata, Director of Client Support.

Recommended Reading: Love Does: Discover a Secretly Incredible Life in an Ordinary World, by Bob Goff

"Can't Miss" Movie: The Dark Knight

Favorite Sport: Football

My Current Ride: Ford Focus SE

My Dream Ride: Audi R8 First Gen.

Favorite Color: Blue

Favorite Sports Hero: Kobe Bryant

Favorite Car Story: The first day I started as an Uber driver, I got a group of riders about 5 in total, who asked me if I'd had any crazy Uber stories. I told him that it was my first night driving. He promised that before the night was over I would have a crazy story. And he was correct. I ended the night with a \$30 tip on top of the ride fees.



AutoIMS Partners with GM Financial

The only thing better than being asked to join a client’s regional meeting is being asked to attend TWO regional meetings. That is exactly what happened with GM Financial in September. GM Financials’ Western region gathered in Salt Lake City to collaborate as a team and better understand AutoIMS best practices. A few weeks later, the Eastern region held a similar meeting in Atlanta. It was a great opportunity for AutoIMS to highlight the basic functionality of our website but also take a deeper dive into the more unique areas of our site such as LiveReports, analytics, automated emails and the sales calendar, tailoring the discussion to GMF’s needs.

Have a team meeting coming up? AutoIMS would love to participate. Just contact anyone at AutoIMS or the Client Support team at 1-888-683-2272.

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Common themes for “What is working well?” were as follows:

Employer of Choice	Provider of Choice	Investment of Choice
1. Culture	1. Great Service	1. Reputation
2. Work/Life Balance	2. Affordability/Value	2. Connectivity/Flexibility
3. Valued	3. Nimble	3. Value (ROI)

After the meeting, all the input from all teams was shared back to the entire company, providing insight and perspective between our various functional areas. The leadership team also executed on some quick wins and shared plans to investigate other potential solutions; the follow up from this exercise will remain on the agenda for future all-company meetings for the foreseeable future as more positive change happens.

The energy of “Team AutoIMS” that day gave us all more resolve to be the “Employer of Choice”, “Provider of Choice”, and “Investment of Choice” in the service of our remarketing industry today and going forward!

IARA: Next-Level Remarketing

As we continue to learn more about our clients, their issues, and how they use AutoIMS, we estimate our average consignor client uses less than 20% of the available functionality in AutoIMS.

Shocked? We’re not. There’s a great deal of value in that first 20%. Moving to the next level means stepping out of the daily routine to learn what’s possible, spending time with AutoIMS so we can tailor the discussion, and – maybe the hardest part – being an agent for change in your organization.

IARA Membership Top 10 Issues

- Online selling at auction
- Floor price optimization & automation
- Increasing retention
- Selling cars faster
- System integration
- Mobile technology
- Guidebooks and other floor price issues
- Post-sale reporting & analytics
- Vehicle history
- Managing & approving repairs

Source: AutoIMS Survey, July 2018

We are fortunate to work with clients who have successfully made these leaps; and have observed more and more of our clients expressing interest in the “other 80%” of ways to save time and money using AutoIMS. In fact, we were recently asked to discuss these opportunities at the consignor-only session at this year’s IARA Summer Roundtable. We tailored that discussion to the IARA’s top 10 issues as revealed by a survey.

Looking at these topics one at a time with the group, we took this approach:

1. What built-in, out-of-the-box AutoIMS features can solve the clients’ issues today for free?
2. Are there low-cost modules or other more standardized add-ons that make sense for the client’s business needs?
3. Should clients include AutoIMS in their search for deeper process transformation and more customized technology development?

Like this article, the group presentation at IARA was a nice chance to inform a

larger group, but there is really no substitute for an individual, client review session – something we are very open to doing with any client.

Ready to go to the next level? Ask for our Solutions team at 888-683-2272, or email solutions@autoims.com. Meanwhile, take a lap around the vehicle lifecycle at: <http://autoimsproductcatalog.com>

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

AASC Board Names Krishnamoorthy CEO

In their most recent meeting, the Auto Auction Services Corp. (AutoIMS) board of directors officially named AASC veteran Venkat Krishnamoorthy as CEO of the technology services provider. The appointment becomes official after the announcement that Mike Broe would retire at the end of 2018.

Venkat came to AutoIMS from the Delta Airlines technology team in 2002 and has held leadership positions of progressive responsibility ever since, most recently as the Chief Operating Officer. He is active in the industry, co-chairing an IARA committee, and has been an active participant in AASC board discussions for many years.

"I'm delighted that the board has promoted Venkat. He embodies the values that have served AutoIMS so well over the years, valuing employees and clients so strongly," said Broe. "The industry can share my confidence that AutoIMS is in great hands."

Long time board member Warren Byrd of KAR Auction Services, said of the appointment, "The KAR team congratulates Venkat on this well-deserved promotion. His deep knowledge about the company, the technology, and our industry positions Venkat perfectly to lead the next chapter of AASC."

Krishnamoorthy added, "It is an immense honor and privilege to be asked to lead AASC. I have had the good fortune to work closely with and learn from two great leaders – Don Meadows and Mike Broe. We have an awesome team and great talent at AASC, and we are



Venkat Krishnamoorthy

in the service of a niche industry. One of my immediate goals is to work in partnership with the AASC Board and AASC's leadership team to make AASC the employer of choice, provider of choice and investment of choice for the remarketing industry. Mike Broe is leaving AASC in a strong position, and I look forward to leading our company and the remarketing industry into its next chapter!"