

# Interactive Lot Technologies / Havertown Mitsubishi Lot Tracking System

## Case Study



### Wavetrend Solutions Partner

Interactive Lot Technologies delivers advanced asset-tracking solutions based on RFID technologies, and specializes in vehicle and equipment tracking on large lots. Its systems dramatically reduce the time needed to locate valuable assets, thus improving sales and security. Additionally, Interactive Lot's tracking solutions provide improved monitoring, streamlining and controlling processes related to the movement, maintenance and utilization of vehicles or assets, and can easily be applied to employee performance as well.

Interactive Lot designs and creates application-specific user interfaces that produce a set of comprehensive custom reports, providing valuable business data. Where a permanent system installation is not feasible, Interactive Lot develops and manufactures portable devices to perform asset tracking. Its systems can be either web-based or locally hosted and can be fully integrated with legacy software.

Possessing an impressive roster of clients, Interactive Lot has developed applications for car dealers, car and equipment rental agencies, car auctions, auto depots, vehicle manufacturers and distributors, construction, trucking, and container companies.

### Business Challenges

Havertown Mitsubishi, a new car dealer in Havertown, Pennsylvania, was faced with three primary business challenges. The dealership has two locations – its main facility, which includes its showroom and primary lot, and an overflow lot. With an extensive inventory dispersed over the two lots, Havertown Mitsubishi required an effective vehicle tracking system to inform in real-time the presence and location of all cars in stock.

Like many car dealerships, Havertown Mitsubishi was finding that locating a specific car for a test drive by a prospective buyer was taking a significant amount of time. It was not an unusual occurrence for the whereabouts of a vehicle to be unknown for days, resurfacing only after monthly floor plan inventory audits. These extended delays in locating vehicles stalled test drive experiences and caused customer excitement to wane, and resulted in lost sales.

In addition, with the monthly floor plan inventory audit, the dealership was often paying for vehicles which were audited by its financial institution as sold when the vehicles were on the premises but were not located during the audit.

Management also wanted the ability to identify cars that were most popular with customers and frequently test driven, and ones that were simply sitting on the lot generating little customer interest.

### Solution

To provide the accurate, real-time vehicle tracking capabilities, Interactive Lot implemented Wavetrend's active RFID-based system for inventory monitoring with Interactive Lot's Web-based software. Wavetrend's active RFID readers were installed at Havertown



Mitsubishi's main facility and its off-site storage lot located three miles away. The reader networks are terminated at Serial/Ethernet modems to feed collected data over the Internet to the company's servers.

Every vehicle entering into inventory is fitted with a Wavetrend active RFID tag encrypted with its unique identifying data. The tags remain attached to the vehicle for the duration of its stay in inventory. Once a car is sold and exits the inventory, its tag is removed for reuse.

Interactive Lot developed and customized a software application for Havertown Mitsubishi to transmit the serial data over the Internet, process it, and transfer it to the database. The system administrators can then interact with the data via the application specific graphical user interface.

Havertown Mitsubishi can produce numerous management reports that detail the movement and usage of all vehicles, and associate all actions to the staff members initiating them. The system is fully integrated with the car dealership's software to manage the entire operation, and receives real-time updates on all current and incoming inventories.

The real-time vehicle tracking system has given Havertown Mitsubishi a valuable management tool to provide visibility and information on all events related to the dealership's largest investment – its inventory.

### Results

- Decreased time to locate vehicles, leading to increased sales and customer satisfaction
- Real-time inventory visibility, resulting in improved lot management, inventory rotation, availability and reduced floor plan inventory audit charges
- Enhanced security by instant notification of unauthorized exit and other selectable notifications such as tamper, missing asset tag, low tag battery alerts, as well as custom notifications
- Reporting and historical data on number and length of test drives, enabling the monitoring of customer vehicle preferences and staff performance

### Customer Comments

*"The tracking system has greatly improved inventory availability, maintenance, inventory management and security, as well as allowed us to improve our customer satisfaction. We have increased sales by 5-10% a month by having the ability to quickly find a car of a customer's choice and offer it for a test drive."*

- Andrew Mogilyansky  
President, Havertown Mitsubishi



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