



Using Technology

As a Tool for Growth

THE BACKGROUND

The automotive insurance industry relies on external organizations to sell damaged and destroyed vehicles and parts on the open market. This important function allows insurance companies to recover a portion of the funds they pay out for claims. Established in 1980, Massachusetts based The Salvage Center serves the insurance industry through the efficient processing of salvage vehicles damaged to the point where the cost of repair is greater than the vehicle's value. The Salvage Center facilitates a market for auto salvage buyers through weekly sealed bid auctions. Each year, The Salvage Center processes thousands of vehicles on behalf of insurance companies.

BEFORE: THERE MUST BE A BETTER WAY

The Salvage Center historically handled the auctioning of vehicles through a manual process that had a number of limitations and issues, including:

- Vehicle information from insurance companies was gathered and written down on the phone, or sent via difficult-to-read faxes
- Initial vehicle processing required manually re-entering written insurance paperwork into the computer
- Vehicle auctions limited to on-site only
- Auctions were conducted 100% manually by filling out paper slips and placing them into boxes for each vehicle
- Post auction paperwork and reporting process was time consuming and largely manual
- Limitations on the number of auctions the company could handle annually

"Our entire auction process was inefficient and time consuming. The amount of paperwork we generated really put a limit on our ability to effectively grow," indicated Patti Zenkus, Business Manager for The Salvage Center. While the Salvage Center's process served it well over a number of years, it was time to incorporate technology to improve their processes and enable the company to provide a higher level of client service. The company needed to find a technology partner to help make it happen.

AFTER: HOW DID WE EVER LIVE WITHOUT THIS?

The Salvage Center found the perfect technology partner with Info et Cetera. Info et Cetera developed a plan to address The Salvage Center's core business issues, applying their extensive knowledge of using technology to streamline business processes. Together, The Salvage Center and Info et Cetera created a complete online auction system that integrated with legacy accounting and inventory systems. The new system includes the following features and benefits:

- Insurance companies can input newly acquired vehicles directly into the new system, saving time and money
- Solution includes a state-of-the-art digital photo management system that links the vehicle information with photos, providing a more comprehensive view for auctions and allowing buyers to place bids without physically inspecting the vehicle
- Auctions can now be held 100% electronically, both onsite and over the Internet



- Auctions are now available to bidders around the world: 15% of The Salvage Center's business is now from international customers
- The Salvage Center will now be able to handle double the auction volume, making a direct impact on revenue growth
- Enhanced reporting and data mining capabilities: The Salvage Center can provide their clients with more detailed reports as well as vehicle salvage value estimates based on previous auctions
- A flexible and powerful system architecture allows Info et Cetera to rapidly implement new features, making The Salvage Center even more responsive to customer requests than their larger competitors.

The new system has been a success from the start, not only with The Salvage Center employees, but more importantly, their customers. The Salvage Center has realized an increase in both the quantity of bids and the sale price of vehicles since implementing the online auction system.

"John Pattison (Info et Cetera Principal Consultant) and Info et Cetera are invaluable to our business," expressed Patti Zenkus. "John has put us ahead of our competition and allows us to compete effectively against much larger providers. We wouldn't be where we are today without the input and knowledge of John Pattison. We very much look forward to the next project with Info et Cetera."

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Info et Cetera

a partner who knows your business needs

Worcester, MA based Info et Cetera Consulting provides custom technology solutions that help solve your core business issues around productivity, cost management, growth, and communications. With a deep knowledge of business systems and how companies, customers, partners, and employees interact, Info et Cetera builds customized, fully integrated, software solutions to make your business run better. Progressive businesses that understand technology is a strategic asset trust Info et Cetera as their technology partner.

For more information, visit www.infoetc.com, or contact John Pattison at john@infoetc.com, 508-635-9511 x11.

FACTS & FIGURES

KEY HIGHLIGHTS

- The Salvage Center chose Info et Cetera as its technology partner for moving its core business, vehicle auctions, onto the Internet
- The process improvements have enabled The Salvage Center to better compete against national firms and significantly grow their business
- Maintaining and growing customers is now easier with the enhanced capabilities of its new online auction system