

# AutoIMS News

SUMMER 2009

## Conductor Orchestrates a Symphony of Auto Managers

What do you get when you cross a symphony orchestra, automotive executives, and an inspired conductor? You might be surprised, unless you were among the audience in attendance for the Music Paradigm at the NAAA Quad Zone meeting in Baltimore, Maryland. AutoIMS, event sponsor, is grateful to Kelly Beach for bringing this opportunity to the auction community.

Not having met conductor Roger Nierenberg until that morning, 30+ members of the Baltimore Symphony Or-



chestra practiced a piece of classical music for an hour. The audience was then invited to sit among the musicians and experience organizational dynamics in a new way. The metaphor was clear – each musician is a skilled player, operating in a group of the same or similar instruments, within the symphony as a whole, led by a conductor just as a well-run company operates.

Maestro Nierenberg demonstrated business scenarios with the help of the orchestra. The violins played a section of music. Bows went the same direction at the same time with the volume rising and falling. Next, the conductor instructed the leader (first chair violin) to play as hard as he could with the rest of the violins playing, but without much effort or focus. It sounded pretty good, considering. The violinists

were then asked to play together, but with each adding his or her special flare and interpreting the music to bring out individuality. The music was good, but slightly confusing.



Demonstrations continued, and with each, audience members began to see themselves, their operations, their leaders, and the workers in their organizations. The symphony easily demonstrated how a change of one behavior affects the whole group. By enabling leaders to inspire company vision, the experiential lesson was more powerful than a lecture or workshop. Watching and listening to parts of the whole working together in harmony, aligned the audience in a global view of teamwork and a new appreciation of classical music.

## Increased Efficiency During Downturn

As companies seek out technology and services to offset cutbacks in staff and resources, AutoIMS is glad to offer applications that can save consignors and auctions time and money. Since the beginning of 2009 AutoIMS has added over 30 new consignors and 150 new auctions. Currently with 450+ participating auctions, AutoIMS provides both large and small consignors with online access to better manage their used vehicle inventory.

To keep up with the increased workload AutoIMS added additional customer service account managers, and has extended hours to answer calls until 8:00EST. In September 2009, the AutoIMS office will relocate to



### What's Inside?

**RecoveryIMS Gets a Makeover**

**Live Reports Enhancements**

**Customer Service Team Expands**

**Company Promotions**

(Continued on page 3)

## Live Reports Upgrades

**2 Data Types/ 1 Report** Active and Archive data in the same report, you asked for it and it's ready. Since Archive reports can be lengthy they are retrieved from a staged reports area in Live Reports. An email is sent when the report is ready. You can continue with other work while the report runs in the background. It usually takes a couple of seconds to a couple of minutes before staged reports are ready. In 2009, over 4.2M Live Reports will be generated by AutoIMS' 25,500+ users.

**Frozen Column Headers** Scrolling through reports is now easier with the ability to freeze column headers. These headers accommodate differing monitor sizes and lengthy reports. Frozen column headers will work in all Live Report list screens and Live Reports with customized layouts. A printer icon and an "Allow Scrolling" checkbox are now on the righthand side of all report pages. When printing from the printer icon, headers will print on each page, including report name and the name of the person printing along the top. Unchecking the "Allow Scrolling" icon will remove the frozen header function.

**Benchmarking Reports** Get a view of the big picture with AutoIMS' new benchmarking reports. Observe monthly cycle times and compare auction performance. Click on Live Reports from the red navigation bar on any screen and hover over benchmarking reports. Check out both the Cycle Time by Auction and Cycle Time by Month reports. See your information in bar-chart form built in at the bottom of each report.

**Live Summary** Slice and dice data for a quick look at key data processes with Live Summary. Live Summary is available in the Live Reports menu. AutoIMS administrators can graph vehicle status and client age, or vehicle status and auction age, or choose from a list of data to define the vertical and horizontal axes. Your information is generated in both spreadsheet and bar-chart form.

**Live Reports is now undergoing a major user-friendly facelift, including the ability for AutoIMS administrators to delete reports and change report names; Coming soon.**

## Customer Service Team Expands

Two new customer service representatives have completed training and are now ready to answer questions and help customers. Vicki Schibi is glad to be at AASC and looking forward to learning, growing and serving customers with the AutoIMS team. "My first impression of this company is that they manage a seriously large amount of information and want to help everybody succeed!" says Vicki.

A native of Kansas City, Missouri, Vicki comes to AutoIMS from A&B Sales in Marietta, GA, where she handled customer service, marketing, administrative, and sales work.

Vicki holds a BS in Communications and currently resides in the Vinings area of Smyrna, Georgia.

Her first car was a white 1966 Volkswagon beetle covered in primer which she had painted red. "I could putt up icy hills without a hitch – plus it got great gas mileage."

Originally from Vermont, Sara Lake spent the last few years working on the sales team of a Tampa Bay resort. She is ecstatic to find herself back in a town with multiple seasons and to be making a career switch to the virtual world. Sara holds a BA in Communications and has a strong background in customer service. She looks forward to applying her skills with a company that's taking the lead in advancing auto auction communication technology.

Although new to the industry, Sara has had her share of automotive troubleshooting. Sara once hit a giant pothole on the way to school and watched two of her hubcaps bouncing down the road behind her. The next morning, she braved a deep snow-bank and retrieved 7 or 8 hubcaps ... none of which were from her car! It turned out her father had already found them on his way to work.

Sara resides in Atlanta with her husband, Thomas, and their two kittens, Fox and Finn.



*AutoIMS Customer Service Department: Sara Lake, Roger Baldwin, Vivian Capritto, Chivas Crawford, Vicki Schibi*





New AutoIMS Headquarters, Fall 2009

(Continued on page 3)

a larger space to offer improved web training for both consignors and auctions. We are also adding additional developers and other IT support personnel to keep up with the increased data workload.

“The latest predictions are optimistic about when the current recession will end,” says Don Meadows, AutoIMS president and CEO. “Until it does, AutoIMS is grateful to be in a countercyclical position to help companies through this difficult period.”

## PROMOTIONS



- Roger Balwin - Head of Customer Service**
- Keely Smith - Head of New Business Development**
- Dianne Chin - Java Group Leader**
- James Halle - Database Administrator**

## 10-YEAR MILESTONES

- Maureen Berry**
- Steve Whitney**
- Robert Williams**

## Auto Origins: GM Visionary – Billy Durant



Twenty years in the carriage-making industry taught William C. Durant that buying, versus partnering with manufactures and suppliers, could set a company apart from the competition. His company, Durant-Dort Carriage Company, had a selection of carriages for different market segments. Initially skeptical of automobiles, Billy Durant brought this vision, of creating cars to meet a variety of buyers’ price ranges, to GM.

Taking over Buick in 1904, Durant formed General Motors in 1908. He bought Oldsmobile in 1908. In 1909, Durant acquired Pontiac (then Oakland), Cadillac, Reliance Truck, Rapid Truck (GMC now), and Champion Ignition. Nobody knew which components would work best together in one automobile – motors, radiators, gears, axles, wheels springs, etc. Some of Durant’s purchases were unsuccessful.

Durant had one small window for buying Ford in 1909. At that time, banks didn’t consider automobiles a reliable investment and refused to lend Durant the \$2M (of \$8M sale price) that Henry Ford was ready to sell for. Ford was being threatened at the time with a costly lawsuit.

With auto sales down, and a \$100,000 a week payroll to meet, Durant was forced to let east coast bankers take over GM in 1910. Louis Chevrolet, a Swiss racecar driver for Buick, developed a 6-cylinder touring car funded by Durant and together they formed Chevrolet Motor Car Company. Eventually, Durant bought enough stock in GM to regain control in 1916, only to lose it one more time in 1920 because of poor business choices.

Walter P. Chrysler said of Durant, “He has the most winning personality of anyone I’ve ever known. He could coax a bird right down out of a tree.”

*Automotive News, Commeroative Edition, “How General Motors Changed the World”, September 8, 2008.*

*James M. Rubenstein, “Making and Selling Cars”, Johns Hopkins University Press, 2001.*



Auto Auction Services Corp.  
5901 Peachtree Dunwoody Rd. NE, Ste. A-500  
Atlanta, GA 30328-7162  
888-683-2272

PRESORTED  
STANDARD  
U.S. POSTAGE  
**PAID**  
MARIETTA, GA  
PERMIT NO.  
1167

**2 New Customer  
Service Reps**  
See inside.



[www.AutoIMS.com](http://www.AutoIMS.com)



[www.RecoveryIMS.com](http://www.RecoveryIMS.com)

## RecoveryIMS Manages Repos

RecoveryIMS.com (formerly LiveRepos.com) assigns, tracks, and manages repossessions from assignment to agents through the selling process at auction. Recovery agents access repo assignments, communicate with clients, and create condition reports and invoices online. Clients and agents benefit from streamlined communications and access to real-time data that flows uninterrupted between the recovery side and the auctions side. Also, reporting covers the full remarketing cycle. "The new name emphasizes the connection with AutoIMS and its prime functionality as an inventory management system," says Don Meadows, AASC president.

Improving user workflow is part of the development process at AASC. With input from customer service, the technical team restructured the Repossession interface to improve customer interaction. "RecoveryIMS.com was born out of this effort to reduce clicks and also to improve the range of services AASC can offer to enhance the repo workflow experience," says Venkat Krishnamoorthy, director of IT at AASC.

Login is easier; navigation more intuitive. New graphics reflect an updated sensibility which goes hand-in-hand

with the user-friendly approach. A new one-stop navigation panel on the left provides quick access to repossession processes and communications. The "back button" has been eliminated. Along those lines, the "Search" criteria section is now on every page in the header area helping users process quickly throughout the entire site. Looking up a vehicle is at your fingertips; searches for vehicle groups are painless.

Agents will notice a sharp difference between RecoveryIMS and LiveRepos. Clients benefit indirectly since the agents can now process information faster on RecoveryIMS.com. Anything that saves time on RecoveryIMS.com is a benefit for the repo client with faster turnaround.

