

THIS ISSUE

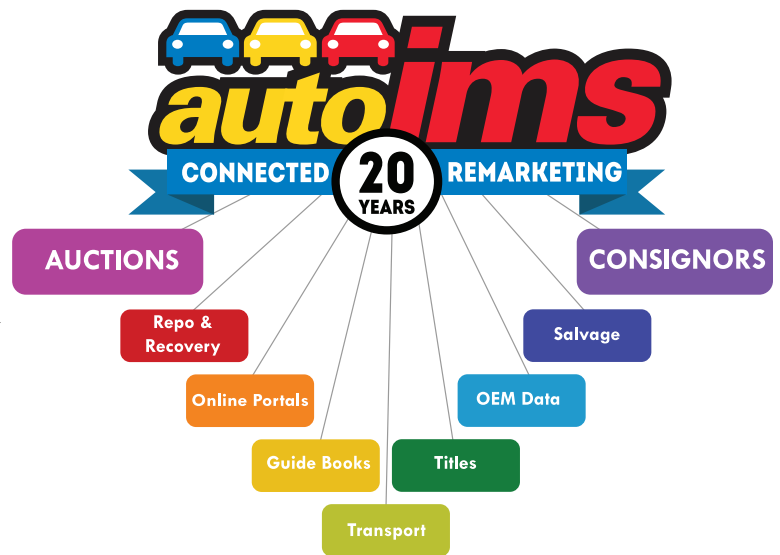
ARTISTS & SCIENTISTS	2
NEW COO	2
REPAIR ESTIMATES	3
NEW HIRES	4

Join Our 20th Anniversary Celebration

If you haven't already noticed, AutoIMS is in the midst of celebrating our 20th year of service to the remarketing industry. AutoIMS, the wholesale automobile industry's leading technology service provider for remarketing inventory management and connections, has unveiled a plan to recognize its 20 years of partnership and innovation. "We are honored to have earned high levels of trusted partnership with so many of the industry's leading companies and executives. The unique data connections we provide continue to bring the remarketing industry together in new ways," said Mike Broe, President and CEO.

The AutoIMS team will mark their 20th Anniversary by:

- Launching a twenty-week campaign on March 6, at the CAR conference in Las Vegas
- Hosting celebratory receptions at industry events
- Sharing new collateral and historical milestones
- Adopting a modified logo during the campaign
- Integrating 20th celebration-related items on autoims.com and in advertising



"This celebration is about great partnerships, of which many in our industry played a role and should be proud," said AutoIMS VP of Client Experience Joe Miller. "The industry championed AutoIMS over the years; and in return, every employee at AutoIMS is committed to supporting the industry through great service."

"Our team is energized by the relationships and experiences of the past two decades. As it was 20 years ago, it's difficult to imagine what the next 20 years will bring, but we are eager to continue making AutoIMS the employer of choice, provider of choice, and investment of choice for our industry and beyond," said Chief Operating Officer and 16-year company veteran Venkat Krishnamoorthy.

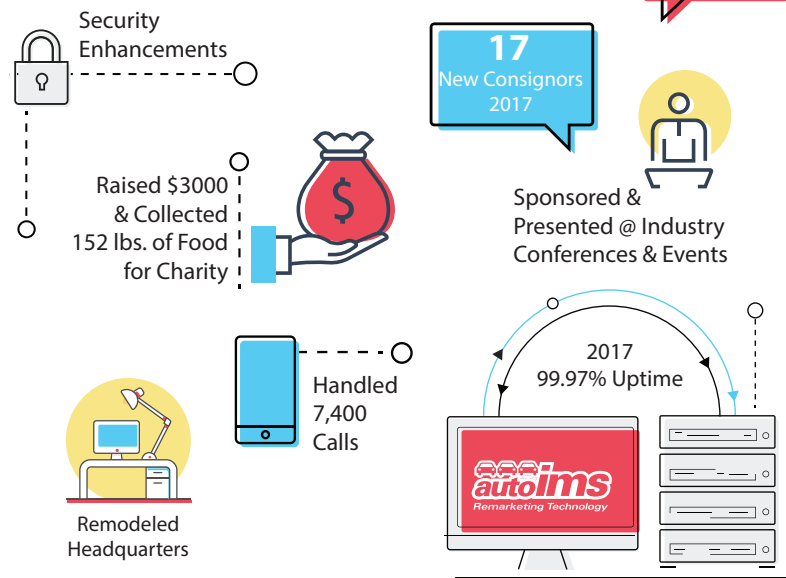
WE WANT YOUR AUTOIMS STORIES!

PAST | PRESENT | FUTURE

Leave your story at
www.surveymonkey.com/r/Your20Stories

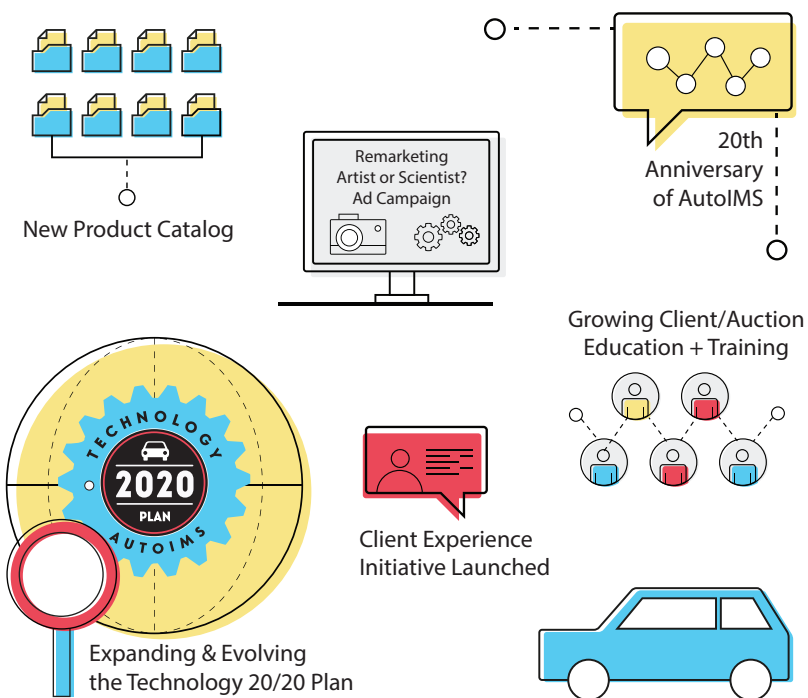
2017 HIGHLIGHTS

2017 marked another record year in terms of vehicle volume, support activity, system enhancements, and overall evolution for AutoIMS.



2018 STRATEGIES & ON-GOING INITIATIVES

2018 promises more of the same, validating our service-first strategy, and keeping our focus where it belongs: helping our clients and partners achieve success.



Photographing Artists and Scientists

Why are we calling remarketing leaders artists and scientists? If you haven't seen it, our new ad campaign centers around why people use AutoIMS. Reporting, measuring performance, compliance, and data management speak to the scientific mind. Decisions made concerning saving time and money, when and where to sell, and pricing require experience and intuition inherent in an artist. We believe our users need both sides of their brains to keep the remarketing engine humming along.



Remarketing Artist or Scientist?
John Poteet, Owner,
Louisiana's 1st Auto Auction,
AASC boardmember

True industry leaders create excitement in their work, inspire trust and build relationships over time. We've had the opportunity to collaborate with many of them, transforming an idea that began,

"wouldn't it be great if you could..." into a real workflow. Together, we find a business need and take a leap of faith. Before you know it, processes and automations are built, then fine-tuned into tools used across the industry or tailored to one consignor.

We remain curious about what makes AutoIMS users tick. Our intent is to give our clients some of the superpowers their work demands. AutoIMS is honored to recognize individuals in our advertising who have helped to move the industry forward, because it's a core value we share.

With the help of a photographer and a little imagination, we witnessed our clients presenting the best version of themselves at the headshot booth; part of the 2018 CAR Conference. We signed up for the sponsorship hoping for a win/win — we wanted to introduce our ad campaign, and provide the opportunity for a good headshot; just in case you need it.

New COO at AutoIMS



Venkat Krishnamoorthy has been promoted to the role of Chief Operating Officer of AutoIMS. He most recently served as Chief Information Officer, managing development, support and updates to AutoIMS. In his new role, Venkat will continue as a valued member of the strategy team, oversee all

facets of the technology team, and add contract management and compliance to his responsibilities. Venkat joined AASC in 2002 as Java Team Lead after 5 years at Delta Airlines in their revenue optimization group.

“Venkat understands our industry very well from the perspectives of both our auction owners/members, and our commercial consignors,” says AutoIMS CEO Mike Broe.

“AutoIMS continues to grow in its endeavor to provide unparalleled technology and related services to our industry,” said Venkat, “I’m more dedicated than ever in making sure AutoIMS is an employer of choice, a provider of choice, and an investment of choice.”

Venkat serves as Co-Chair of the IARA Technology committee and is active in various Atlanta CIO groups and committees. An alumnus of the University of Alabama, Venkat enjoys traveling with his wife and two teenage children when not working.

Our New Look

The AutoIMS office space was renovated last April to better reflect its mission as a technology leader. With assistance from an architect, landlord and general contractor an environment rich with open, collaborative and idea generating spaces was created.



New gathering space in the office

The kitchen has been reconfigured to be more inviting, the training and conference rooms were equipped with state of the art audio and video equipment, and the Client Support areas were fitted with new workstations including integrated stand-up desks. Two new collaboration spaces for small group meetings or conference calls were added. New carpet, paint, artwork and plants rounded out the space. After three months of dust, noise, smells, noise, confusion, noise (did I say noise already) – the office is more comfortable, functional and aesthetically pleasing.

Want to come see for yourself? Perhaps you’d like some training or an excuse to visit Atlanta. We love visitors. Give us and call and we’ll put you on our calendar.

Optimizing Repair Estimation and Approvals

Experts from across the country gathered at AutoIMS headquarters in early March to share ideas about how to improve the vehicle repair estimation and approval processes. Consignors and auctions were represented as attendees rolled up their sleeves to collaborate and design the next generation functionality for repair estimation and approvals via AutoIMS.

Initially, the discussion focused on line item repair approvals (using the condition report and variations of the suggest/approve functionality) and uploading repair estimate documents. It quickly became clear that the current state left room for improvement and the focus changed to brainstorming a simplified future state.

After much discovery, discussion and debate, it was decided that improving the line item repair approval process was the best way to move forward.

The group will continue meeting monthly and the auctions

High-level goals included:

1. Eliminating manual processes
2. Connecting directly to auction systems for repair costs, estimates and approvals
3. Enabling visibility of variances between estimates and final expenses and providing exception reporting
4. Including options for consignors beyond approve or decline for repairs
5. Creating better reporting, a foundation for unique business rules and automation for consignors and auctions.

have already begun sending vehicle damage related fields and information to AutoIMS for analysis. AutoIMS will provide a first draft of a requirements document by the end of May. Once consensus is reached, AutoIMS will begin building, testing and releasing the process improvements.

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 Kellee at kwatson@autoims.com.

Meet The New Hires

AutoIMS welcomes two new members to the team, Senior PL/SQL Developer Jonathan Murray, and Contracts & Business Operations Specialist, Madiha Merchant.

Originally from Marietta, Jonathan studied and received a BS in Physics. He comes to us from Southeastern Data Cooperative where he managed the development of apps, was a lead designer, and involved with everything Oracle. He's worked as a trim carpenter and been paid for walking in the woods and drilling holes through roads to check that gas pipelines are protected against corrosion.

When asked about his first impressions of AASC Jonathan replied, "I'm finally on a winning team! Everyone is helpful, happy, and cares about the product and customers. Why didn't I come here sooner!?"

More of a doer than a talker, Jonathan enjoys gardening, skiing, sailing, beekeeping, car repair/maintenance, shooting, archery and best of all: being a dad to his 5-year-old son.



Jonathan Murray



Madiha Merchant

Madiha Merchant was born and raised in sunny Miami, Florida. A fan of warm weather, she attended both undergrad and law school in her native state. One of the perks of studying criminology in college was getting to do a 12-hour ride-along with a police officer.

Though the night-shift may have been a more colorful option, Madiha, a morning person, chose daytime. Speaking of color, the policeman used his siren to get them through an "orange" light.

Madiha practiced real estate and corporate law in Chicago before moving to Atlanta. After experiencing 2 Chicago winters, she moved to Atlanta with her husband Azim, who works in IT. What does she think about working at AutoIMS? "Everyone is so nice. I love everyone's positivity and willingness to help and work as a team," replied Madiha. Outside of work, she enjoys time with her husband and two doggies-Linus and Wesley.