

# AuctionTrac Arrives at Manheim Orlando

By: Freddy Clark



Around the end of June, AuctionTrac was setting up shop here at Manheim Orlando. So we sat down with the guys from AuctionTrac and got all the information for you.

## **What is AuctionTrac?**

AuctionTrac is an inventory and labor tracking system which was designed by auction people to be used by auction people. It has been in use at Manheim Dallas location for sometime now and has shown its capabilities.

## **How does it work?**

AuctionTrac works with our existing equipment (PT's and the AS400) to track when cars move and who moves them. A crew scans our lot every evening to insure inventory accuracy and that every unit is registered in the system. As cars are moved throughout the day, auction personnel will scan the car, the driver, the pick up location, and the destination the car is moved to. This will update the AuctionTrac website where our customers will be able to access vehicle tracking information. Using a grid map (similar to Google Earth) dealers and transporters will be able to see where their units are located with accuracy close to 15 feet.

## **Why use this system?**

In the past the question has always been, "how accurate can the lot locations be, when the cars are always moving?" The answer is simple; lot locate the units as they move. AuctionTrac not only gives us the ability to monitor vehicle movement, but also the ability to track traffic patterns and flow around the facility (all 287 acres), as well as labor costs and efficiencies, reducing lot damages and theft.

## **Labor Tracking?**

It's sale day and the lane leader has 24 people driving in their lane. Whenever a driver takes a unit out to the arena, the lane leader has no way of tracking what happens while the car is in transit. Now imagine the unit is scanned to a driver as it leaves the lane, is scanned at various points around the lot, and again as it returns to the lane. Operations will be able to track how long it takes to move one unit around the property, how many units each driver moved, and how to better manage labor costs for sale and non-sale days.

## **When will all this go into effect?**

Over the next 90 days, AuctionTrac personnel will be training, installing, and troubleshooting the process to insure that there are no issues. Plus there will be a full time AuctionTrac representative on property to help with anything that does come up and help facilitate training.

Michael Newman and Greg Martin are heading up the initial roll-out here at Manheim Orlando and are currently interviewing for a full time rep to take over. For more information and to see a demo of the system in action, visit their website at [www.AuctionTrac.com](http://www.AuctionTrac.com).