

CUSTOMER CASE STUDY: AUTO TRADER

Speeding ahead of the competition with
Sage Enterprise



sage

Enterprise Solutions

Client profile

Established publisher, Auto Trader Systems Ltd was quick off the mark in seizing the opportunities offered by the Internet revolution. In February 1996, Auto Trader launched the UK's first online motoring buying and selling publication, *Top Marques*. A second online publication *Bike Trader*, aimed at the motorcycle community, rapidly followed.

Launched to media acclaim, these online publications broke new ground for the industry and hit the mark immediately with the target audience.

Capitalising on its first mover advantage, Auto Trader is now the top motoring website in Europe, and has the largest used car inventory on the Internet, with 1.5 million listings updated daily.

Every month in the UK alone, more than 3 million vehicle searches are processed and over 17 million pages viewed.

*"Sage Enterprise,
Oracle, NT – live in
three months.
It doesn't get much
better than that!"*

Alan Kinson,
Commercial Manager,
Auto Trader Systems Ltd

The challenge

Auto Trader soon found that over 13,000 invoices were being generated each month. However, the value could be as little as £20 to £30. For the company to benefit from these transactions and capitalise on its success, it had to pare administration costs down to the minimum and eradicate the possibility of human error within the process.

Auto Trader identified the requirement for an automated end-to-end transaction solution that had to be integrated with its existing NT Oracle database.

To keep its market lead, speed was essential, with the company requiring a maximum three-month timeframe for implementation.

Solution summary

Sage software:	Sage Enterprise – Finance/Distribution modules
Operating system:	Windows NT®
Database:	NT Oracle
Hardware:	Built on existing hardware (Dell 4000 server)
No. of users:	8 user licences/30 connections

The solution

As a satisfied user of Sage Line 100, Auto Trader selected the Sage Enterprise product as its natural next step.

Sage Enterprise software was installed and integrated to automate and manage the dealer page advertising on autotrader.co.uk, and to control the accounting functions, including payroll and BACS.

Originally purchasing 30 connections to the system and 8 user licences, Auto Trader can access the Sage Enterprise system across all sites via their network.



Auto Trader's users were introduced to the software through workshops and training sessions specifically designed to help them use the product effectively in their jobs.



The benefits

Auto Trader has received clear, measurable benefits from its Sage Enterprise system. Not only have site management costs been reduced, but the system has also been streamlined to allow future expansion to other dealer sites.

Other benefits include lower cost of administration for each accounts transaction, a particular advantage given the low value of individual transactions; efficient and accurate transaction reporting processes; and simple access to management information, in real time, to support effective, timely decision making.

"The overall quality of the solution in terms of processes, people and products was extremely high," comments Alan Kinson, Commercial Manager at Auto Trader.



The future

Auto Trader has been very impressed with its Sage Enterprise solution and the system is expected to grow with the business.

As Alan Kinson explains, "We will automate all manual processes, so that from sales order to reconciled cash receipt there is no manual intervention required."



For more details of the solution provided for Auto Trader, please contact Sage Enterprise Solutions.

**Telephone 0845 600 5999 (UK only)
or +44 (0) 118 927 0100.**



Enterprise Solutions

active support for business

**Sage Enterprise
Solutions Limited**

Sage House
Wharfedale Road
Winnersh
Wokingham
Berkshire
RG41 5RD
United Kingdom

Telephone: +44 (0) 118 927 0100

Facsimile: +44 (0) 118 944 9278

Email: sesinfo@sage.com

Web: www.sage.com/ses

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