

# CASE STUDY

## Chrome's Data Fuels CarSpot's Dynamic Duo™

### BUSINESS ISSUE

CarSpot, an inventory marketing services vendor, was unhappy with the device they used to capture vehicle images and disappointed in the descriptions they provided their clients. Additionally, CarSpot saw the industry changing and knew more dealers wished to bring the process in house.

### STRATEGY

CarSpot concluded that it would be better if they developed their own device--rather than license what they considered to be an inferior product--and fill it with industry-standard vehicle details. Fulfilling on this strategy would give CarSpot a more scalable and reliable process, one that would enable the regional company to expand their operation nationally.

### SOLUTION

CarSpot created a handheld device, known as Duo™, that wirelessly accepts photos from a digital camera. The solution uses Chrome's data to automatically gather all vehicle specifications and options via scanning a VIN.

### RESULTS

- Better, richer, more accurate descriptions
- Automated matching of images and data
- Elimination of human error in decipher process
- Chrome reputation within the dealer community opens doors
- Flexibility of raw data enables CarSpot to customize output

Wisconsin's SBA Young Entrepreneur of the Year, Andrew Salamone knew a sweet spot when he saw it. As founder of now 10-year old CarSpot, Salamone perceived what most dealers knew first hand: inventory is everything. He also knew that most dealers did not have the tools to leverage their inventory over the Internet.

That's when CarSpot stepped in.

The company introduced a personal service. CarSpot employees would visit client dealership sites once a week and, using a device licensed from a vendor, take multiple photos of any inventory that was new to the lot. They'd document each vehicle's features and create a vehicle label. They'd also make the images and data available to their dealer clients via an online inventory management system.

However, with the old device vehicle descriptions were often limited to Year, Make, and Model, along with Engine specs. Collected information was matched to the appropriate photos based on time-date stamping. This process usually worked until dealers requested more and more photos, which increased the chances of error. One mistake and all the photos would be mismatched, requiring manual intervention to correct.

Salamone had an even better idea: create a device that was easy, durable and reliable enough for dealers or other service providers to use. Then fill it with the best vehicle data on the market.

### IN THEIR OWN WORDS

*"Chrome's data makes deciphering what equipment and options are on a particular vehicle both seamless and effortless."*

ANDREW SALAMONE  
CarSpot



Working with a technology vendor, CarSpot created its own wireless, rugged handheld. The new device took very clear digital images, electronically matched accurate and complete vehicle descriptions to a VIN, and was easy enough for dealers to use on their own. Photos are transmitted to the hand-held computer and automatically uploaded to the Internet.

They named the device “Duo” and populated it with Chrome’s New Vehicle Data (NVD) and VIN Search 2.0 data products. By incorporating Chrome’s raw data into Duo, CarSpot reduced the chance of data or human error, while ensuring its clients had industry standard descriptions.

Dealer clients can log on to the CarSpot Pro™ inventory management site to edit vehicle information or photos at any time. By incorporating Chrome’s raw new vehicle data into the Duo and Pro solutions, CarSpot enjoys the flexibility of changing even default descriptions, if so requested by a client.

“We simply could not be doing what we’re doing without Chrome,” said Salamone. “The accuracy and timeliness of Chrome’s data makes deciphering what equipment and options are on a particular vehicle both seamless and effortless.”

Today, CarSpot’s dealer clients no longer have to wait a week to refresh their online listings. And since data is exported many times a day, client listings are always fresh, a key consumer requirement.

For more information on Duo and CarSpot Pro, visit [www.carsgofaster.com](http://www.carsgofaster.com).