



Enhancing Dealer Operations with Trendsic Corporation's Advanced Dealer Portal for Express Office of Motor Vehicles

EXECUTIVE SUMMARY

Express OMV in Baton Rouge partnered with Trendsic Corporation to develop a sophisticated Dealer Portal, addressing critical operational aspects for vehicle dealers. The Portal's top features included a robust temporary tag generation system, network traffic optimization, a dynamic content management system, and an efficient process for handling titles, registrations, and dealer invoicing. This comprehensive system significantly improved operational efficiency, communication, and processing capacity.

THE CHALLENGE: Operational Inefficiencies and Communication Barriers Express OMV faced several challenges:

- **Inefficient Temporary Tag Generation:** Unreliable systems for generating temporary tags, especially during state system downtimes.
- **Network and System Overload:** Slow response times and system timeouts during peak usage hours, affecting critical searches.
- **Inadequate Communication Mechanisms:** Reliance on outdated fax and email systems for information dissemination.
- **Cumbersome Deal Processing:** Inefficient handling of vehicle deals leading to errors and increased processing time.

THE SOLUTION: Trendsic Corporation's Dealer Portal with Four Key Features Trendsic Corporation developed a comprehensive Dealer Portal focusing on:

| Feature One | Feature Two | Feature Three | Feature Four |
|---|---|---|---|
| <p>Versatile Temporary Tag Generation:</p> <ul style="list-style-type: none"> • Three operational modes: online, queued, and manual. • Integrated with Dealer Management Software (DMS) for efficient input. | <p>Network and System Efficiency Improvements:</p> <ul style="list-style-type: none"> • Implementation of SignalR technology for real-time communications. • Enhanced license and VIN search capabilities with increased dealer and user capacity. | <p>Dynamic Content Management System:</p> <ul style="list-style-type: none"> • A WYSIWYG editor for staff to update news, information, and alerts. • Real-time alert system in the header for immediate information dissemination. | <p>Efficient Title, Registration, and Invoicing Process:</p> <ul style="list-style-type: none"> • Direct data entry into the State's OMV mainframe, eliminating redundant steps. • Automated invoicing system with customizable templates for each dealership. |

RESULTS

- **Operational Efficiency:** The Portal's multiple features led to a significant reduction in operational inefficiencies, processing times, and errors.
- **Improved System Responsiveness:** Better network management resulted in faster response times.
- **Enhanced Communication:** The dynamic content and alert systems improved information dissemination, reducing support calls.
- **Increased Processing Capacity:** The streamlined processing for titles, registrations, and invoicing improved throughput without increasing staff.

OTHER BENEFITS

- **Scalability:** The system can accommodate a growing number of dealerships and user logins.
- **Targeted Communication:** Ability to schedule and target content and alerts to individual dealers.
- **Reduced Support Calls:** Timely updates and alerts reduced user uncertainty and support calls.

CONCLUSION

The Dealer Portal developed by Trendsic Corporation for Express OMV revolutionized dealer operations in Baton Rouge. This comprehensive system, with its multi-faceted features, set a new standard in dealer management, showcasing how technology can effectively address complex operational challenges in the automotive industry. The project not only enhanced efficiency, communication, and processing capacity but also did so without incurring additional resource costs, exemplifying a successful technological intervention in business operations.