



# Mazeinsight Automotive

Steer your business in the right direction

## Used Car Dashboards

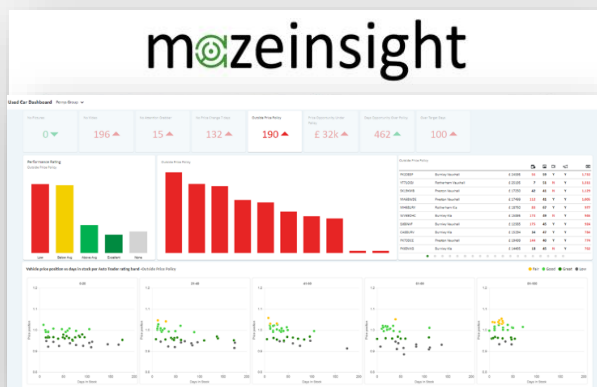
### Designed by Experts for Experts



ClickDealer  
YOUR PERFORMANCE PARTNER



AutoTrader



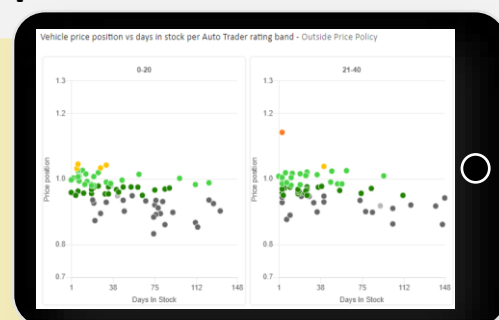
All relevant KPI's and "Calls to Action" on a single page, empowering you to:

- /// Buy at the Right Price
- /// Market at the Right Price
- /// Sell Quickly
- /// Maximise Profit Opportunities

### Review + Respond + Revise = > ROI

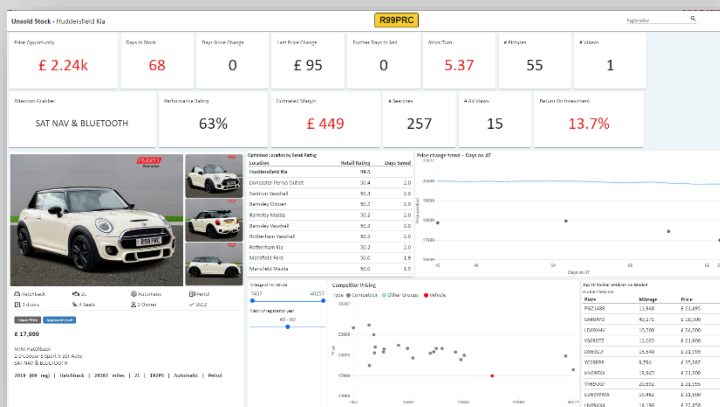
## Product Benefits

- /// Clear "Calls to Action" - No more searching for your problem vehicles
- /// All stock on one screen - No hunting through multiple reports
- /// Full vehicle detail with one click – No need to search other systems
- /// Set group pricing and ageing strategies, globally or at site levels
- /// Automated daily price updates on Auto Trader (coming shortly) – Time saved
- /// Bulk upload facility, price 100s of cars on one click – Time saved
- /// Automated data loading – No error prone manual updates
- /// Same view for all, from Site to Group – everyone sees the same data at the same time
- /// Secure controlled access – users only see what is authorised and relevant to them



|             |          |                      |                        |                      |                                |                              |                  |
|-------------|----------|----------------------|------------------------|----------------------|--------------------------------|------------------------------|------------------|
| No Pictures | No Video | No Attention Grabber | No Price Change 7 days | Outside Price Policy | Price Opportunity Under Policy | Days Opportunity Over Policy | Over Target Days |
| 57 ▲        | 90 ▲     | 87 ▲                 | 296 ▼                  | 327 ▲                | £ 116k ▲                       | 797 ▼                        | 101 ▲            |

## One Click to Detail



## Drillthrough

- /// Access to full stock file & AutoTrader insight detail
- /// Pre-filtered to those that need action

## Vehicle Overview

All relevant KPI's and "Calls to Action" on a single page

- /// Review against Price Policy Strategy
- /// Track predicted Profit & ROI
- /// Review against the market
- /// Track pricing history
- /// Review optimal selling location
- /// Track competition in the market

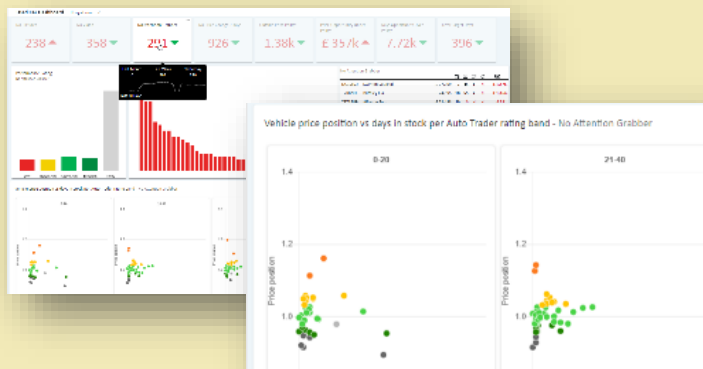
| A vehicle registration | A vehicle make | A vehicle model | A vehicle odometer reading |
|------------------------|----------------|-----------------|----------------------------|
| YD68EYM                | BMW            | 1 Series        | 36759                      |
| YD68EYM                | BMW            | 1 Series        | 27121                      |
| YD68EYM                | BMW            | 1 Series        | 48121                      |
| SC18NDU                | Peugeot        | 108             | 25411                      |
| YD20HMD                | Mazda          | 2               | 24158                      |
| YV19WZU                | Mazda          | 2               | 29711                      |
| YD68EYM                | Mazda          | 2               | 19788                      |



### Mazeinsight Features – Delivering the Benefits

#### Stock Overview Dashboard

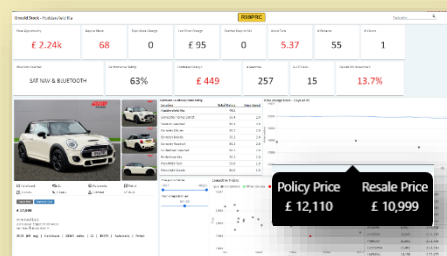
- /// View at Group, Region or Site level
- /// Filter on or select any KPI to view more detail
- /// Hover over trend data
- /// Traffic Lighting – **Red** requires action
- /// Chart to show locations of problem vehicles
- /// Prioritised to locate specific vehicles with issues
- /// View stock by desirability, age and target price



#### Vehicle Detail Dashboard

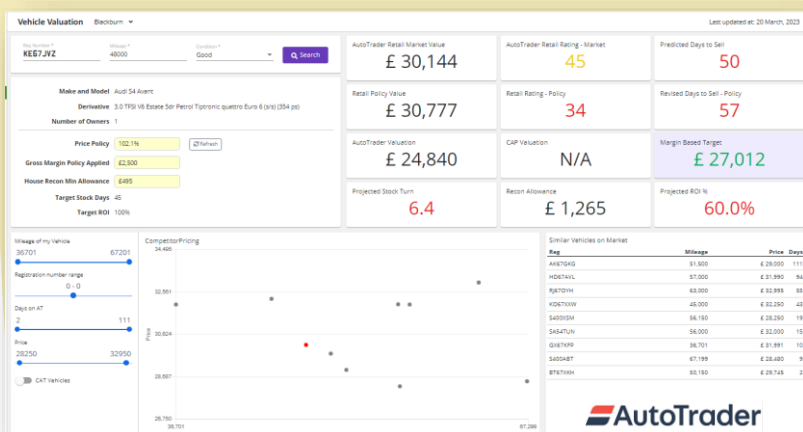
- /// Price opportunity, Days to Sell / Stock Turn
- /// Track Days in Stock & Price changes
- /// Performance rating – advert hits & views
- /// Estimated Margin & ROI\*
- /// Extra context on hover over
- /// Snapshot view of advert as it appears on Autotrader
- /// Optimised location in group
- /// Competition – filter on registration plate, year & mileage

\* This feature is only available with merged data from DMS stock file



#### Stock Pre-Purchase Valuation

- /// Simple Registration, Mileage & Condition.
- /// Review Model and Derivative
- /// AutoTrader Retail Value, Rating & days to sell.
- /// Applies Price Policy based.
- /// Applies policy on margin and Recon costs.
- /// Live forecast Stock turn & ROI%
- /// Gives target purchase price.
- /// Validates against AutoTrader & CAP live valuations.
- /// Shows Competition nationally on AT



For more information, please visit [www.mazeinsight.com](http://www.mazeinsight.com)

Call us on: 020 7348 7600

Or contact one of our senior consultants: -

**James Noble**

E: [jnoble@mazepoint.com](mailto:jnoble@mazepoint.com)

M: 07930 347799

**Nick Harman**

E: [nharman@mazepoint.com](mailto:nharman@mazepoint.com)

M: 07961 218831

