



Products

Oracle Integration Cloud Services

Oracle Mobile Cloud Services

Oracle Database Cloud Services



Transforming a leading retailer from a Brick-and-Mortar business model to Digital

About the Client

The Factory is a leading automotive retail dealer based out of Florida utilizing brick-and-Mortar auction houses to sell their inventory of vehicles.

The Challenge

In the current system, dealers transport their vehicles to a local auction house, pay an inspection fee, get run numbers and hope for a buyer to be present at the auction house or online at the moment when their cars runs through the block. If a vehicle does not sell, the dealer pays a no sale fee, and has to decide whether to give it another shot, or to truck it back to the dealership. If the vehicle sells, the buyer pays a percentage of the selling price as fee. This was leading to

- Dependency on auction houses for sales
- Too much manual process in the sales cycle
- Limitations in connecting with the real buyers

The Solution

SuneraTech's Digitalization & Integration Lab helped identify the right Cloud Solution based on its deep experience in Cloud Platforms such as Oracle PaaS, Amazon WS and Microsoft Azure. After a deep discovery process, Oracle PaaS Cloud Services emerged as the clear choice

Thereafter, we built a mobile and web platform that brings together buyers and sellers and providing visibility of the cars' inventory anytime and anywhere across the country



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Testimonial

“When I was first introduced to Suneratech, I didn't know much about technology, or about the cloud. Suneratech did a fabulous job of converting my vision statement into business requirements, business requirements into technical requirements, and building the app in as little as 90 days” ”

Director | The Factory



The high-level solution included the following modules:

- Appraisal of a vehicle
- Appraisal Log
- Inventory with search capabilities
- Purchasing module with price quote and offers functionality
- Logs for purchase logs and offer logs
- Add-on services through external vendors for services, towing, etc.
- Notification setups for alerts and push notifications to get offers and vehicle availability matching to specified criteria.

The Result

- Increased access to market demand; moved from bricks to clicks
- Enabled seller dealer to publish the used car inventory on digital platform transforming inventory lots to digital catalogs
- Allowed buyer dealers to be able to search the inventory in real-time any-time any-where and get instant quotes; and make purchases New technologies and customer relationships are opening up new ways of creating value