

ALPHA CONTROLLER: The trade-in management system for used vehicles that creates profitability.

Design and structure used vehicle processes more efficiently.



alphacontroller

AN ALPHA ONLINE GMBH SERVICE

The challenges of successful used vehicle management

- ⊕ Reducing turnover time
- ⊕ Monitoring of garage procedures
- ⊕ Controlling of processes on the ground
- ⊕ Transparent pricing
- ⊕ Management of repair costs
- ⊕ Verifiable intake procedures
- ⊕ High quality vehicle data
- ⊕ Controlling from day one
- ⊕ Preparation of audit-proof documentation
- ⊕ Digitalised database

Our solution – process management for used vehicle trading

AlphaController brings structure to the individual used vehicle processes within a dealership.

The defined workflows for used vehicles are completed by employees on the platform and updated for further processing

All procedures are transparent and controllable. A large selection of system interfaces avoid multiple entries and reduce workloads.



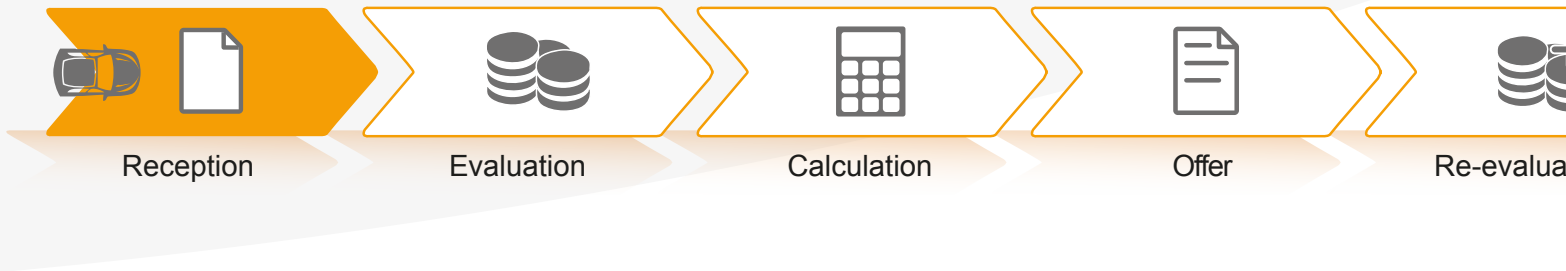
Increased efficiency and process optimisation for:

- Trade-ins
- Acquisitions
- Leasing vehicles
- Special vehicles

The result

- ⊕ Reduced turnover time (TT): All used vehicle processes are optimised.
- ⊕ Cost reduction: Miscalculations are prevented during pricing and intake.
- ⊕ Optimised controlling: Analysis and monitoring options improve controlling for all process steps.
- ⊕ Lean processes: A standard process flow for all used vehicle procedures.
- ⊕ High-quality data: Recording of all relevant data thanks to definable mandatory fields.

Trade-in process



Process: All stakeholders work in a single electronic vehicle file and always have the latest information. Documents are audit-proof and can be used online by anyone with the necessary permissions. Employee satisfaction thanks to clear user navigation.

Roles and rights system, mandatory fields, escalation and reminder systems

Reception: Recording of all relevant vehicle and customer data using mandatory fields and interface support.

CRM and FS systems
DAT/Schwacke/manufacturer databases

Technical vehicle evaluation: Based on your own damage catalogue or using interfaces to connected evaluation institutes. Vehicle description, documents and photos are centrally assigned to the vehicle.

Evaluation dates are scheduled in a personal evaluation calendar and synchronised with Outlook.

Evaluation calendar, tablet optimisation, photo documentation, interfaces to all expert organisations

Calculation: Individual calculation parameters, top-down calculation, consideration of the damage assessment and decision on future use in the purchase price.

Benchmarking of market prices based on pricing systems, buyer/auction platforms, marketplaces

Offer/contract: Purchase price and contract preparation are promptly directly finalised. Transparent purchase pricing. Any over/under-appraisal is allocated. The digital vehicle file, including all documents, is available online.

Central management of all documents, digital signatures, direct mail exchange from the system

Revaluation: Recording of any additional damage and identification of value reductions and missing parts. Geo- and process tracking throughout the salescycle. Wheel administration with the tire tool.

Tablet compatibility, QR code, wheels and lot parkingplace management

Intake: Hand-over report, with any missing parts recorded and a potential recalculation due to the change in condition. A recalculation is mandatory if there is a significant change in condition.

Generation of purchase contracts. Vehicle export to the DMS system. Tablet signature

Garage: End customer vehicles: Commissioning of garages and reconditioners (internal and external). Tracking of garage progress, traffic light system to indicate delays. Basis for TT1 optimisation.

Dealer vehicles: Automated entry in the AlphaSalessystem B2B sales control module for the integrated, free auction platform, or for submission of the data to other auction platforms, etc.

Back office: Automated information on intake and initiation of internal processes.

End customer vehicles: Placing of online orders, management of order processing, QR code for TT1 tracking

Dealer vehicles: Remarketing via the AlphaSalessystem



Stock: Display of the vehicle location. Geolocation-based stock management. Information source for sellers regarding the used vehicle reconditioning status. QR code containing vehicle information for end customers.

Geolocating,
test drive management

Delivery: Seller starts the delivery process. Commissioning of delivery services. Delivery schedule. Process transparency.

Delivery schedule information
and process system between
the seller, back office and
garage/car conditioner.

Controlling: Analyses provide a detailed overview of all units, enabling optimised controlling of the used vehicle business. Quick response times thanks to daily overviews.

Analysis tool,
evaluations,
dashboard

The add-on

All used vehicles can be identified using a QR code

- **Stock taking:** forecast/actual stock adjustment at any time
- **Geolocating:** Identification of the precise vehicle location
- **Coordination of turnover time 1:** Vehicle tracking for the reconditioning process and service provider

Digital signature can be used for all the relevant documents on any mobile device.



Audi
 A6 Avant 3.0 TDI quattro
 Kombi
 Kraftstoff: Diesel
 Getriebe: Getriebe 7-Gang :
 Doppelkupplungsgetriebe S-tronic
 Erstzulassung: 11.05.2018
 Kilometerstand: 33.000

AN INTEGRATED SYSTEM – AlphaController offers a large number of interfaces

General Systems:	DAT, Schwacke, Easy Car Sales, Pixel Concept, Uwe-X, Netconnection, Car Observer, AutoCRM, eAutoseller, Analytic Company, TÜV Nord, TÜV Rheinland, TÜV Süd, DEKRA, GTÜ, KÜS...
Sales channels:	AlphaSalessystem → Auto1, BCA, Autobid, ADESA, GW-Liste, AutoOnline
BMW:	SA, SPS*, RSP*, GWM, Formel1*, archiv system
Mercedes Benz:	MB FS, Yucon, Autoline, Customer One, archiv system*
VW/Audi/Porsche:	EVA, VWFS (HIS Liste), GWS, Easy Car Sales, Service Online*, archiv system*, VAudis X

* in preparation

Convincing benefits

- ⊕ Complete documentation of used vehicle processes
- ⊕ Controlling and evaluations
- ⊕ Transparent pricing
- ⊕ Clean interface data
- ⊕ Overview of all garage orders
- ⊕ Link to independent evaluation institutes
- ⊕ Mapping of acquisition processes
- ⊕ Thanks to reduced turnover time increased margins

Next steps:

Use the AlphaSalessystem to market your used dealer vehicles

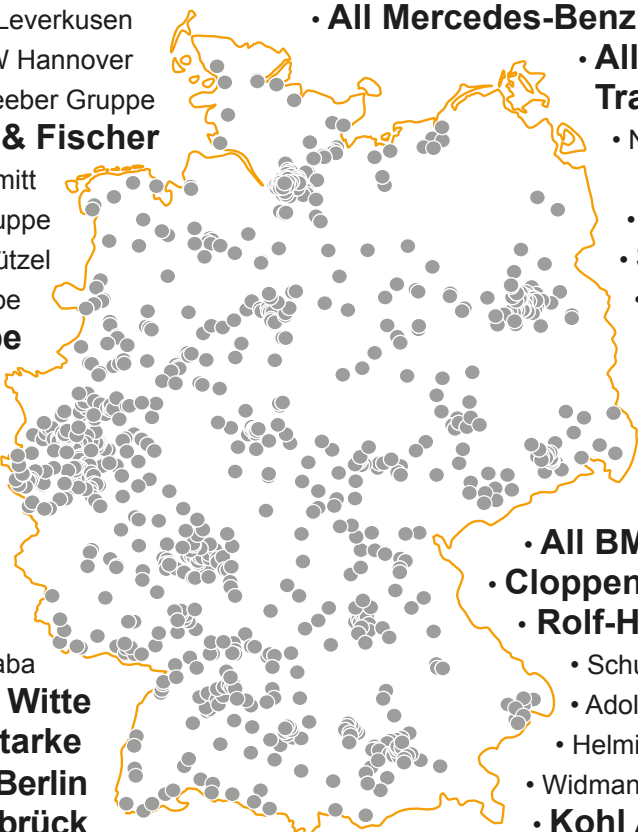
The AlphaController stock system lets you sell vehicles directly to your dealers using your own online auction platform. It takes just a few clicks to organise your own online auction using the AlphaSalessystem. Inform your dealers about new auction-lots or offer your used vehicles to a large group of bidders as well using the community auction feature.

www.alphasalessystem.de



Trust us – the best already do!

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• Gitter • Mothor • **Tölke & Fischer**
• Heise • Max • **Moll** • Schmitt
• Senger Gruppe
• **Auto Wichert** • Koch • Nützel
• Kahle • Röhr • Hahn Gruppe
• **Koch Gruppe**
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AUDI • Audi Hamburg
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• **Glinicke** • Audi Regensburg
• Audi Stuttgart • Senger
• Tiemeyer • Motor Nützel
• **Ostmann** • Schwaba
• Graf Hardenberg • **Kuhn & Witte**
• Ostermaier • Schürer • **Starke**
PORSCHE • **Porsche Berlin**
• **Porsche Osnabrück**
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• **Porsche Lübeck**

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• **Jürgens** • Schultz

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• **Rolf-Horn** • **Riller & Schnauck**
• Schubert-Motors
• Adolf Cuntz • Kaltenbach
• Helming & Sohn
• Widmann & Winterholler
• **Kohl Automobile**

RENAULT • **All Renault dealerships in Germany**
• Autohaus König



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