cognosos

Real-time Location and Next-generation Insights for Auto Auctions

Maximizing the sales and throughput of an auction facility requires careful orchestration and planning to efficiently move vehicles through the prep and auction processes. But as the auction landscape becomes more competitive and labor costs continue to rise, the importance of optimizing operations and uncovering opportunities for greater efficiency is mission-critical for continued growth. Technology from Cognosos helps streamline the complete auto auction cycle by providing real-time location data for every vehicle on site, drastically reducing the amount of time and effort it takes to locate vehicles and freeing up auction personnel to focus on higher-value work.

Cognosos' proprietary networking technology combined with GPS-enabled asset tags provides flexible coverage to enable highly-accurate, real-time location of vehicles across indoor auction prep facilities and large outdoor lots. The solution's lightweight footprint is easy to install, requiring only a single outdoor gateway to support up to a two-mile radius, minimizing the time from implementation to insights and reducing the cost of ownership.

Location data is sent to the cloud, and can be viewed in the Cognosos portal, enabling auctions to have real-time visibility to vehicle location for every asset under consignment. The portal's comprehensive presentation of insights allows auction managers to quickly understand operational metrics for the entire managed inventory, or filter information for specific purposes, like displaying vehicles that are not in their assigned lane on auction day, or those that have been on the lot for an extended period of time.

Our cloud-based platform enables the delivery of a world-class customer experience to consignors, buyers and haulers, by providing guest access to the portal, enabling self-service and the ability to track and locate vehicles on the lot as needed, without the need for support from lot staff.

Additionally, Cognosos technology can be integrated with existing auction management software to produce even greater efficiencies, pulling in descriptive attributes for all the vehicles on the lot and displaying it alongside current and precise location information. This powerful integration enables the ability to search and locate vehicles or groups of vehicles in a new variety of ways.

With breakthrough technology from Cognosos, auto auctions can reduce costs, optimize workflows and stay competitive by leveraging real-time vehicle location data throughout the entire auction process.

Features:

- Instantly locate specific vehicles — or groups of vehicles — across onsite and remote lots
- Track vehicles through auction processes like check-in, condition report, mechanics, and detailing
- Ensure that vehicles are on-spot ahead of auction day to eliminate drop-out
- Trigger alerts and events when unexpected vehicle movements occur
- Leverage tags engineered specifically for vehicle tracking without the use of an OBD port
- Visualize data with a powerful dashboard of analytics and metrics related to vehicle movement and patterns
- Integrate with existing auction management systems to view comprehensive vehicle data in one place

Benefits:

- Maximize ROI by drastically reducing the cost and time associated with locating and tracking vehicles in inventory
- Transform location data into actionable intelligence that informs decisions and optimizes processes
- Deploy quickly with a lightweight footprint that minimizes the time from install to insights
- Increase sales by providing buyers with alerts when given vehicles approach their assigned lane
- Understand and optimize throughput with precise data and metrics for vehicle movement through auction prep processes
- Improve labor utilization and re-focus employees on high-value tasks
- Reduce fallout with the ability to ensure vehicles are in their assigned lanes on auction day
- Eliminate manual bar code scanning by employees and remove the human error associated with legacy technologies

The Next-Generation Tracking Platform

Real-Time Asset Intelligence
Cognosos rapidly deploys to provide Real-Time Location Services (RTLS). By connecting you to your assets, Cognosos empowers your team with the tools to optimize processes, reduce costs, and provide seamless customer experiences.

Accelerate Supply Chains
Historical movement data and powerful insights from the Cognosos dashboard provide visual tools to help identify areas for process acceleration. Leverage reports for dwell time and throughput to understand how assets move throughout your facilities.
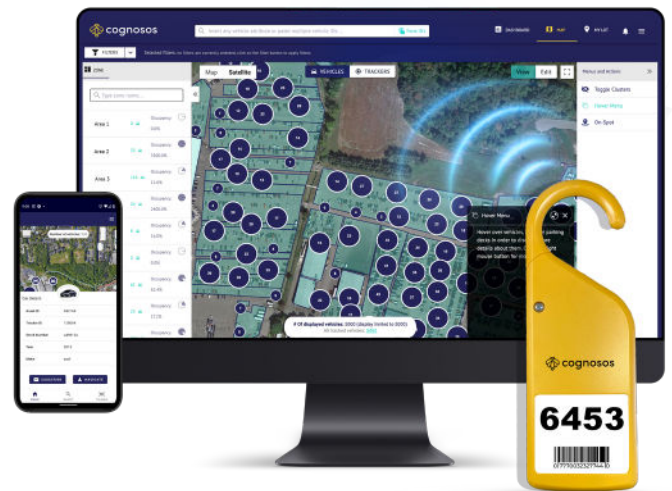
Minimal Footprint
Leverage instant asset visibility without the need to install costly and extensive infrastructure. Thanks to our lightweight footprint and patented network technology, a single gateway can provide support for up to two square miles and manage location information for up to 10,000 assets.

Manage Exceptions
Leverage alerts and events to identify problems proactively, zeroing in on trouble assets to ensure they receive the attention they require.

Automate Business Rules
Apply your unique business rules to assets and their locations, alerting you if an asset is not where it's supposed to be or leaves its assigned zone.

Complete
Fully integrated from tag to cloud; includes network, hardware and platform

Elegant
Solutions that are elegant in both design and execution, making them easy to deploy and operate

Actionable
Turn asset data into intelligence and drive impactful business decisions