



Automotive Asset Control

Sirit's vehicle-level RFID automotive tracking solution maximizes loss prevention and provides automotive dealerships with unprecedented asset visibility

FEATURES

- Real-time asset visibility
- Employee accountability
- Reduced theft/shrinkage
- Automated reporting/sales tracking
- Accurate inventory counts
- Streamlined operations
- Sales and marketing data collection

Summary

Creating the ideal buying experience has become more important for the automotive industry. With the current state of the economy worldwide, it continues to become increasingly important to ensure that a car buying experience adds to rather than detract from the emotional buying process of purchasing a vehicle. Consumers have a multitude of choices and options to consider from the type of vehicle they purchase, to the number of dealers that carry a particular make and model of a vehicle. Both buyers and the dealerships are looking for the best ways to make a connection between a vehicle and the prospective buyer, and creating that relationship starts with and relies heavily on having the right vehicle, in the right color, at the right time. Creating that experience begins with having correct and accurate information about what vehicles are in inventory, knowing where that inventory is when the customer comes in, and can be carried over into creating a lasting relationship with the client, driving additional revenue in service and after market sales.

Like all industries the automotive industry also struggles with their own unique set of challenges. The automotive market has struggled for some time with several key challenges ranging from inaccurate inventory, loss of product due to theft, and decreased productivity resulting from time-consuming and inaccurate manual inventory counts. All of these key issues affect the ability to provide the consumer with the best customer experience, and controlling these variables is imperative for dealerships to maintain an edge over their competition.

Solution

By combining vehicle level RFID tracking and RFID based access control credentials Sirit's automotive tracking solution maximizes loss prevention and provides automotive dealerships with unprecedented asset visibility and the ability to build additional applications and feature sets into the system.

Application Profile:

Automotive Asset Control

RFID Automotive Tracking Solution



How It Works

As vehicles are added to a dealership's inventory assets, the vehicle is tagged with an RFID tag that contains a unique number which is linked with the vehicle. This number and the associated read points can be leveraged to track the vehicle for location, be associated with an employee badge for check in-check out of the vehicle for test drives, evaluate the number of times in a period of time that a vehicle has been test driven without purchase, evaluate what sales staff is showing the vehicle, track and associate services performed on the vehicle while at the dealership enabling creation of a car history manifest. After the sale of the vehicle this unique identifier can be used by service departments to track time in/time out providing a process control system to record in-shop time, or as a service or loyalty program identifier, allowing improved personalized customer service and enabling service advisors to greet a patron or customer by name as they arrive.



Benefits

For the first time dealers can account for all items on the sales lot in real-time. In addition the utilization of the statistical information that the RFID solution provides allows managers to gain granularity on vehicles and allows management to make informed business decisions about not only what vehicle models to carry, but also to identify areas where staff may require additional product or feature training and improve overall efficiencies.

Conclusion

By combining visibility, inventory accuracy, employee accountability, and statistical reporting down to the item, location and salesperson level, Sirit's Sirit's Identity MaX Pro solution addresses the automotive market's unique challenges and adds additional functionality centered on a scalable solution leveraging RFID and taking asset visibility and security to the next level.

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About Sirit Inc.

Sirit Inc. (TSX: SI) is a leading provider of Radio Frequency Identification (RFID) reader technology to OEMs and solution providers worldwide. Harnessing the power of Sirit's enabling-RFID technology, customers are able to more rapidly bring high quality RFID solutions to the market with reduced initial engineering costs. Sirit's products are built on more than 14 years of RF domain expertise addressing multiple frequencies (LF/HF/UHF), multiple protocols and are compliant with global standards. Sirit's broad portfolio of products and capabilities are easily customized to address new and traditional RFID market applications including Supply Chain & Logistics, Cashless Payment, Access Control, Automatic Vehicle Identification, Inventory Control & Management, Asset Tracking and Product Authentication. For more information, visit www.sirit.com.



The "RFID by Sirit" symbol signifies that Sirit Inc.'s high quality RFID reader technology resides within this product.

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