



**SourceTechnologies™**  
*Innovate. Inspire. Achieve.*

## Case Study: Self-Service Solutions



*Manheim Auto Auction Company chooses Source Technologies' kiosks for account checking and registration*

**Manheim Auto Auction Company chose Source Technologies' kiosks because the solution...**

- Automates their entire account check and registration process providing a faster, more efficient process
- Enables them to better serve their customers by eliminating long lines
- Streamlines their registration process saving them time and money

### About the Customer

With more than 115 auction facilities worldwide, Manheim is the largest and highest volume wholesale automobile auction company in the world. The company remarkets vehicles for car dealers, manufacturers, rental car operators, fleet/lease companies and financial institutions. The buyers of the vehicles are licensed franchise and independent auto dealers.

### What We Found

Weekly auctions are conducted at the company's facilities, where bidders must register prior to the auction. As part of the registration process, dealers must submit a bank check to ensure they have sufficient checking account funds to cover any purchases. With the account check complete, the dealer is registered, and a bidder's badge is produced for the bidder along with a list of all vehicles available for auction that day.

The previous registration process forced dealers to stand in long lines waiting to be registered. Clerks were required to conduct the account checks manually by calling the dealer's bank to verify account funds. Not only was the process tedious for dealers, but the labor and account-checking errors were costing the company money. They were in need of a more efficient and cost effective process, and challenged Source Technologies to find it.

### Source Technologies' Solution

Source Technologies introduced the company to a self-service solution that automated the entire account-check and registration process. This turnkey solution provides both the self-service kiosks and application software. Kiosks are equipped with a card reader, a touch screen display, and thermal and laser printers.

Today, dealers simply walk up to a line of kiosks and swipe a membership card provided by the company. After entering a password and bank account number, using the touch screen, the system authenticates the dealer and conducts an electronic account balance check. With the account check completed, the kiosk prints the dealer's bidder's badge from the integrated thermal printer and the vehicle list from the integrated, full-format laser printer.