

Vehicle Tracking - Peter Warren Case Study



CLIENT OVERVIEW

Peter Warren Automotive Group (PWAG) is a family-owned and operated car dealership based in South West Sydney. They are based on 22 Acres with 15 Franchises and hold up to 1500-2000 Vehicles in stock at any given time.

CHALLENGES

PWAG's previous tracking system was based around a traditional barcode system which presented numerous problems including:

- Bar codes only identify car and do not enable vehicle tracking or location searches (requiring manual input into system by sales staff for each movement)
- Poor and time consuming tracking and stocktaking of vehicles leading to accuracy errors and reduction in time focusing on customer
- Long lead times in sales to delivery turnaround times

SOLUTION & RESULTS

RAMP installed its vehicle tracking solution resulting in 'real-time' vehicle traceability, reduced labour requirements and decreased vehicle turnaround times.

"Dissatisfaction with our current inefficient, manually intensive lot management system was the driver behind our need to seek out a more efficient, automated & accurate tracking system for our 22 acre facility. RAMP's RFID tracking technology provided exactly what we were after! Their professional team customized a solution specific to our needs and requirements. We are extremely happy with the results"

Liz Freeman, Group Stock Manager
Peter Warren Automotive Pty Ltd

