

CUSTOMER SUCCESS

Evolving for a digital
future with Sage

*AutoTrader has transformed itself into a
business of tomorrow with Sage Business
Cloud Enterprise Management.*



AutoTrader is South Africa's leading online marketplace for the buying and selling of cars and other motor-related vehicles, such as bikes, boats, and vehicles used in commercial and agricultural industries. Driven by technology their goal is to make buying and selling a car fast, intuitive, and 100% reliable. With Sage Business Cloud Enterprise Management, AutoTrader extends their spirit of digital evolution to the management of their business's financial and logistical processes.

Established in 1992, AutoTrader began as a weekly print publication that enjoyed enormous success, however, as time passed the business realised that to stay relevant it would have to embrace technology and become a completely digital publication. With the help of Sage and business partner SynergERP, AutoTrader has not only achieved this but also grown its business to 20 times the size it was as a print publication.

Company

AutoTrader

Location

Johannesburg

Industry

Online sales

System

**Sage Business Cloud
Enterprise Management**

Release

Version 11

Partner

SynergERP

For CEO George Mienie, the transition to a digital publication was vital as it helped to establish a company ethos focused on innovation and continuous self-assessment; features that now keep AutoTrader competitive within the motor vehicle industry.

George says, "Innovation is not a once-off activity. It's a process that needs to become entrenched in the organisation. Integral to this is the constant re-evaluation of what the business has that adds value to its customers. The business needs to view change as a constant not just as a concept, something deeply entrenched in our DNA."



SynergERP's Ashley Regenass (right) meets with AutoTrader's George Mienie and Faizah Mahomed

The challenge

Prior to partnering with Sage, AutoTrader faced high transaction volumes, an inability to process sales on the go, and 52 separate reporting periods that reflected the weekly nature of their publication. These processes were also performed manually which lead to an unnecessarily heavy workload—with reporting often taking up to three days.

Working with SynergERP, AutoTrader implemented Enterprise Management to address these concerns.

"At the time AutoTrader had a system that was focused primarily on finance," says Ashley Regenass, CEO of SynergERP. "Sales were managed on paper, contracts were managed on paper, and there were various other silo-type approaches to the management of the business. Our primary goal was to bring all elements of the business into one system."

“Innovation is not a once-off activity. It’s a process that needs to become entrenched in the organisation.”

George Mienie, AutoTrader



The solution

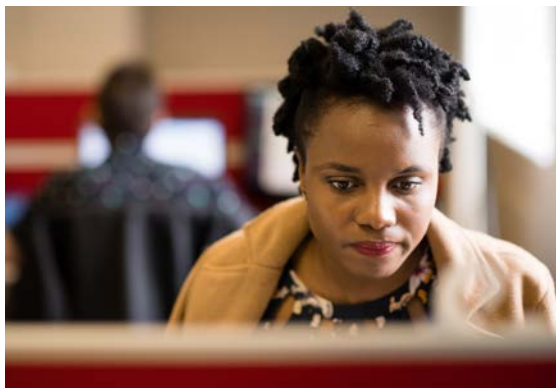
Designed to be extremely easy to use, Enterprise Management not only streamlined the business by automating manual processes but, with its industry-leading flexibility, also helped AutoTrader transition efficiently from a print to a digital publication.

For finance manager Faizah Mahomed, Enterprise Management now provides AutoTrader with a complete overview of their business activities by integrating information and processes across various departments; while their reporting is fast, accurate, and always on time. The result: simplified data analysis and informed insights that ensure the right business decisions always get made.

“We pride ourselves on delivering quality services to our customers as quickly and efficiently as possible,” says Mahomed. “With Enterprise Management we’re able to do just that.”

“We pride ourselves on delivering quality services to our customers as quickly and efficiently as possible. With Enterprise Management we’re able to do just that.”

Faizah Mahomed, AutoTrader



AutoTrader

SynergERP

The bottom line

Since the transition to digital, the business has experienced phenomenal growth with 70% of South African car dealers using AutoTrader’s services, and up to 70,000 vehicles listed monthly on the website. These figures, combined with over 5 million visitors a month across various digital platforms, have helped AutoTrader establish itself as the marketplace leader for online vehicle sales and purchases in South Africa.

The future

Looking ahead, George Mienie sees AutoTrader constantly evolving to meet the needs of their customers with a particular focus on e-commerce. The vision: to eventually transform the vehicle buying process so that it can be completed entirely online.

Mienie explains, “When you think about all of the things that impact a consumer buying a car or a dealer selling a car, we’re really only scratching the surface with the software and consumer-facing tools that we have at the moment. The sky is the limit when it comes to the things that we can do to help solve their pain points.”

With the flexibility that Enterprise Management offers, and by partnering with providers like SynergERP, AutoTrader is equipped to continue their success well into the future.



sage
Business Cloud

©2018 The Sage Group plc or its licensors. Sage, Sage logos, Sage product and service names mentioned herein are the trademarks of The Sage Group plc or its licensors. All other trademarks are the property of their respective owners. NA/WF 183498.