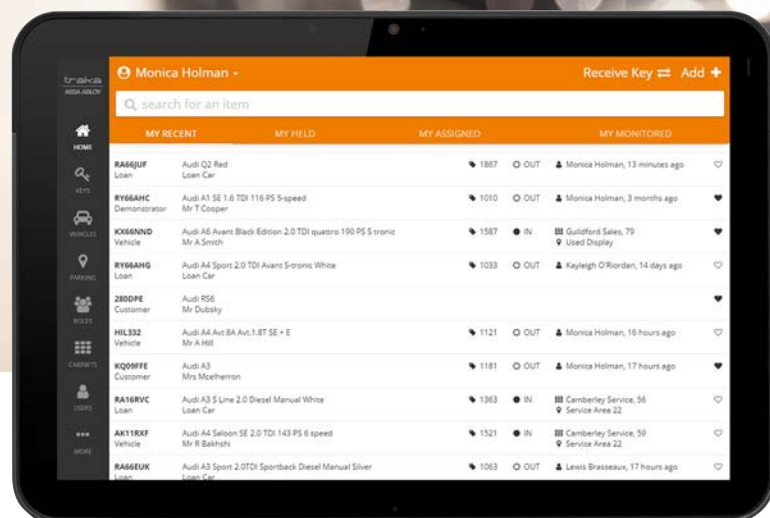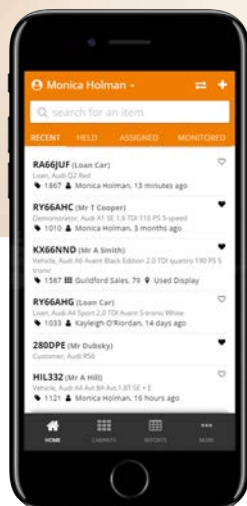# Traka Automotive

The only viable key management solution for automotive dealerships

traka
ASSA ABLOY

Experience a safer and more open world

Designed for automotive

- Designed and built entirely for automotive dealerships
- Configured around the processes used in dealerships day to day
- The only viable electronic key management solution for automotive

Sell more cars

- Focus sales staff on selling
- Save the sales department time and effort
- Win extra sales
- Management visibility of sales staff activity

Improve workshop efficiency

- Improve efficiency of your Productives
- Reduce downtime in the Workshop
- Seamlessly connect the functions within your Aftersales process

Increase profit

- Save all departments time, effort and money
- Reduce losses
- Greater management visibility and control over your whole business

Security and Audit trails

- Track key and vehicle around the site and between locations
- Turns transactional data into Management Information
- Highly flexible, scalable and configurable
- Puts you in control of your keys

Raise CSI scores

- Eliminates errors
- Makes your staff happier
- Saves staff time
- Allows staff to focus more on the customer

Traka Automotive is an extremely successful solution that sits within our range of intelligent key management solutions. A hardware and software platform tailored to the automotive industry that seamlessly integrates with your existing systems. You'll always know exactly who has which key, when it was removed and when it has been returned. You can also control or restrict access to vehicles and see a full audit trail of all key movements.

The reassurance of knowing you're with the market leaders

With around half of BMW, Mercedes-Benz and Audi dealers in the UK, all the major franchises and almost all of the major groups relying on Traka Automotive to run their business every day, speak to the experts in Automotive electronic key management.

Traka Automotive creates hundreds of opportunities every day to:

- be more productive
- reduce costs
- know more about how your business is performing.

Traka Automotive enables you to make money every time a key moves in your dealership.
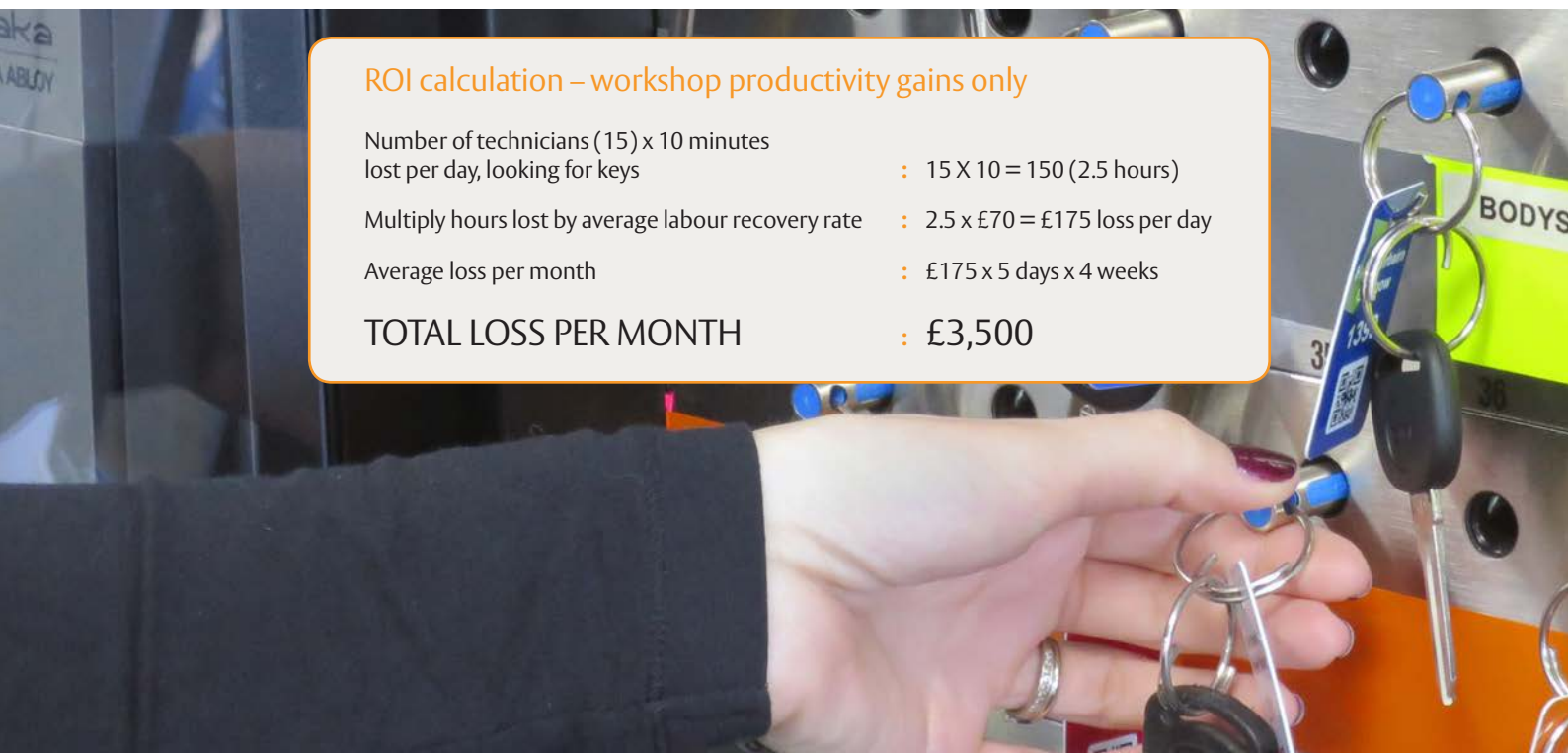
Traka Automotive
The benefits in detail

There are hundreds of ways Traka Automotive can help your business. All the standard benefits you would expect such as reduced lost keys, knowing who was responsible for speeding and parking tickets, restricted access to specific vehicles and a full audit trail of all key movements by all members of staff; but also some you may not have thought of:

- Controlled access to keys for valeters and external staff.

- Huge productivity gains in the workshop saving everyone valuable minutes and hours per day. Scaled up, this represents 100s of extra hours per year which can be productively re-employed earning money for the business – see ROI below.

- Demonstrable key security to customers differentiates your service from the competition.

- Sarbanes Oxley and Stock Audit reporting functionality ensures you account for every vehicle, maximize your stock level, speed up audits and reduce the administrative overhead. Ask us how!

- Track key and vehicle movement from transporter arrival, through PDI steps at offsite locations, delivery to the sales location and ultimate handover to the customer. Every transaction step recorded.

- Reduce internal enquiries from Sales Executives who have visibility of key and vehicle for themselves.

- Secure handover of keys between users via phone or tablet without losing your audit trail. Ideal for fast moving processes where keys need to remain with vehicles.

- See which areas of your site are filling up fast and which vehicles need relocating quickly. Blocking vehicles can be identified and tagged on mobile devices for ease of multiple key removal.

- System intelligently monitors most recent activity for all users and automatically disable them from access to individual key cabinets and software where inactivity exceeds your defined parameters.

- Quickly identify vehicles nearing their MOT due date or already overdue.

- And much, much more.

ROI calculation – workshop productivity gains only

Number of technicians (15) x 10 minutes lost per day, looking for keys	: 15 X 10 = 150 (2.5 hours)
Multiply hours lost by average labour recovery rate	: 2.5 x £70 = £175 loss per day
Average loss per month	: £175 x 5 days x 4 weeks
TOTAL LOSS PER MONTH	: **£3,500**

A complete range of cabinet sizes and configurations enable us to provide a solution tailored exactly to your site requirements.

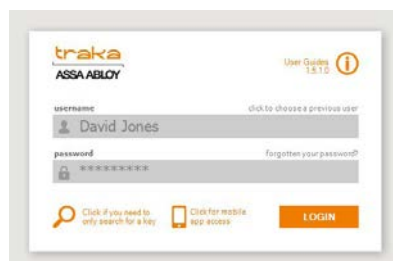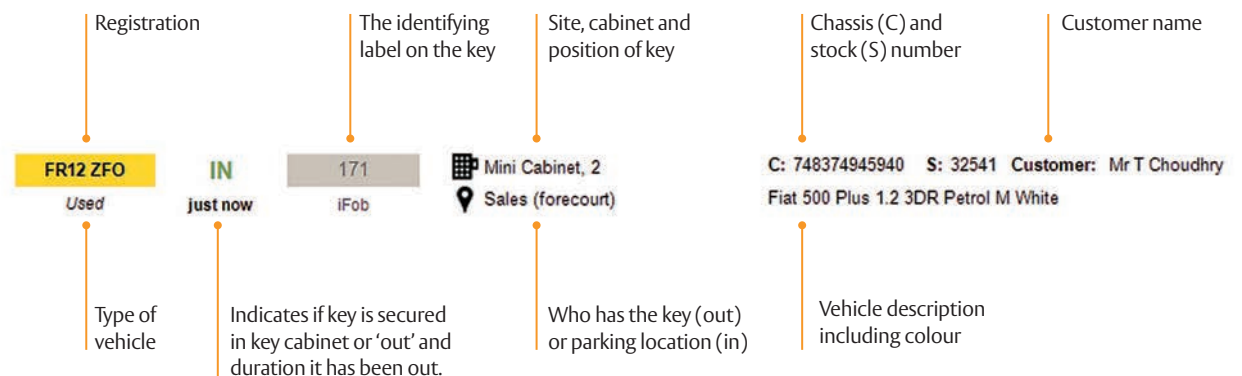Access method options include PIN, Biometric and Proximity Card Reader.

Traka Automotive
Designed with you in mind

World-class development delivers a User Interface (UI) and User Experience (UX) which is un-matched by any other solution. With a vast collective experience of automotive within the team and a close working relationship with our customers, we make sure we understand how users need to work and how to design a solution which delights and excites them every day
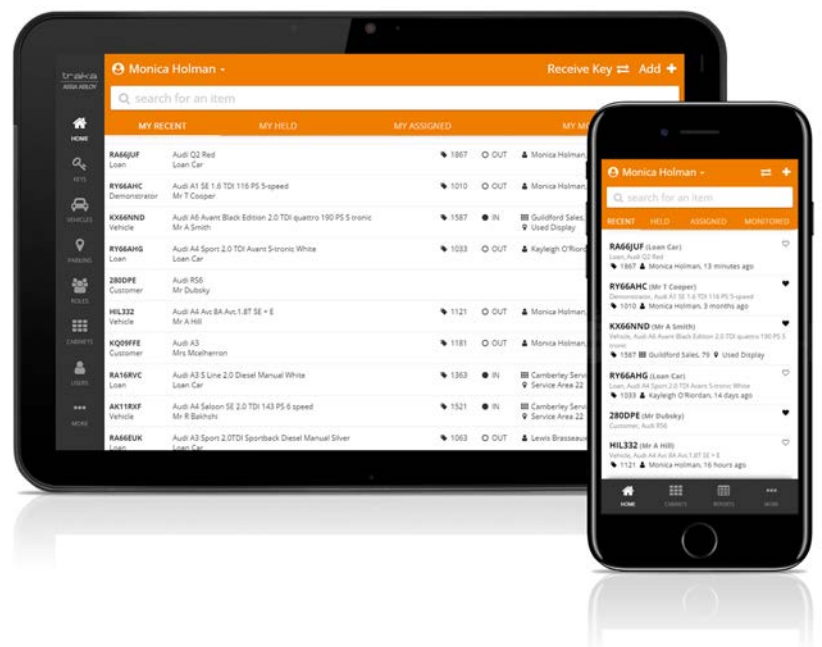
Simple to use Software
Designed to require minimal training with a fluid and easy to understand layout that users can get to grips with quickly.

Registration	The identifying label on the key	Site, cabinet and position of key	Chassis (C) and stock (S) number	Customer name

FR12 ZFO *Used*   IN *just now*   171 *iFob*   Mini Cabinet, 2 Sales (forecourt)   C: 748374945940   S: 32541   **Customer:** Mr T Choudhry Fiat 500 Plus 1.2 3DR Petrol M White

Type of vehicle	Indicates if key is secured in key cabinet or 'out' and duration it has been out.	Who has the key (out) or parking location (in)	Vehicle description including colour

When staff need to find a vehicle they search for it using the Traka software. Within milliseconds they are told which cabinet the key is in, exact position in the cabinet and where the car is parked on site. If you have multiple sites connected together then visibility of the key could be group-wide if you want it to be. The member of staff simply logs into the key cabinet, takes the key and goes directly to where they know the vehicle is located.
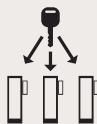
Mobile and Desktop
The Traka Automotive App works on an iPhone, iPad, Windows or Android device and is designed to work alongside your desktop systems. It is optimised for low bandwidth mobile connections, enabling you to conduct process steps such as a key handover between two members of staff away from a desk. Functionality has been designed to fit automotive procedures and processes by working closely with our customers.

Feature highlights

Return Key to any Cabinet Functionality
The cornerstone of our automotive solution. Keys can be moved from slot to slot, cabinet to cabinet and site to site as the vehicles move around your business. Location of both the key and vehicle are updated the moment the key is returned to the cabinet allowing the next user to find both instantly.

Quick and easy reports
Extract more from your dealership by seeing which vehicles aren't being demoed, abuse of vehicles overnight/weekends etc. Visible heat maps within reports quickly show you the information you need. Reports can be exported to Excel for further processing. They can also be quickly pulled up from specific keys or users and restricted by timeframe. We also develop new reports according to customer requirements free as part of any support contract.

DMS Interface
Integrates directly with popular Dealer Management Systems to pull through vehicle records and eliminate unnecessary burden of data entry for users. We can also import from and export to your own bespoke databases to provide real-time key and vehicle information.

Architecture
Designed to operate in all environments – from standalone PCs and desktop operating systems to virtual servers with multiple instances of the Traka Automotive application.

Host On Microsoft Azure & Amazon Web Services
The server application can also be deployed within various Cloud providers, reducing the infrastructure management for your I.T. team and ensuring the highest availability of our solution.

Live System Monitoring With Cloud Services
Your key cabinets can be connected to our Cloud Services (think IOT 'Internet of Things'). This can help warn of common network, integration and other infrastructure issues to ensure the uptime of the solution and guaranteed ROI.

Managed Services
We recognise that an investment in electronic key management can be significant for any business. That's why we provide our customers with a comprehensive set of Managed Services which frees them up to focus on vehicles and ensures we keep a close eye on your keys to ensure your key system is being used as effectively as possible. Please visit traka-automotive.com to find out more about the packages we offer or request a copy of our Traka Automotive Managed Services brochure

To date, over 95 million key movements are trusted to Traka Automotive with 100,000+ new keys added and 2,000,000+ new key movements every month. No-one has the breadth and depth of coverage of Traka Automotive in the UK

Your next move
Whether you are building a new site, refurbishing an existing one or simply looking to upgrade your current key management procedures, talk to Traka Automotive to find out how we can design a bespoke solution to fit your exact requirements.

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