



# Vehicle Inventory Management Makes Dealership More Efficient, Increases Sales Opportunities

**COUPLING LEADING TECHNOLOGIES TOGETHER HELPS GREENWAY  
AUTO GROUP SAVE TIME WITH INVENTORY, HELPS SALES TEAM SELL  
MORE CARS AND IMPROVE DEALERSHIP EFFICIENCY**

CP Handheld Technologies is a developer of innovative software solutions focusing on the retail automotive industry. Founded in 2003, CP Handheld's web-based reconciliation tools are currently used by more than 1,000 car dealerships throughout the U.S. each month. CP Handheld Technologies engaged

with Zebra Premier Solutions Partner, Miles Data Technologies to help deliver its VINpoint solution. Miles Data Technologies, based in Waukesha, Wisconsin, is a leading provider of barcode, RFID and mobility solutions with more than 30 years of experience.

## SUMMARY



### Customer

Greenway Auto Group  
Orlando, FL

### Industry

Automotive/Retail

### Challenge

- Inventory location management
- Speeding up car inventory checks for sales and accounting
- Reduce errors and discrepancies

### Solution

- CP Handheld Technologies VINpoint software
- Zebra Technologies TC75 touch computer
- Zebra Technologies ZT230 Industrial Printer

### Results

- Knowledge and visibility of every single car on lot
- Cuts inventory time by 60%
- Increase in sales

### Partners



CP Handheld Technologies  
Ft. Lauderdale, FL



Miles Data Technologies  
Waukesha, WI

## Challenge

Inventory location management is a critical part of the retail automotive industry. This is easier said than done. The dealer sales and service lots are in perpetual motion all day long, and keeping track of each vehicle's location is daunting. Vehicles move around constantly for sales, service, test drives, trades and promotions.

Greenway Chrysler Jeep Dodge in Orlando experienced this problem. The dealership has 1,700 to 2,000 vehicles in inventory at any given time which creates a huge challenge for the staff to keep track. The vehicles sit on almost 25 acres which adds even more complexity.

**Greenway's management went searching for a solution that could help save time for their associates, ensure they had accurate inventory and improve the car buying experience for customers.**

Keeping track of the cars is important for the accounting department as well as the sales team. In the past, Greenway team members walked the lot to write down the VINs on the cars and brought those back to the office to compare against the general ledger account records. With upwards of 2,000 vehicles on the premises, the process took days to complete. It also didn't ensure data accuracy for the accounting department. Cars could be missed or unaccounted for which led to errors and discrepancies and ultimately missed sales. Greenway's management went searching for a solution that could help save time for their associates, ensure they had accurate inventory and improve the car buying experience for customers.



“Using VINpoint with the Zebra TC75 cuts the time to inventory cars by at least 60%. It makes the process so much easier for our team members.”

**Greenway's Controller,  
Roy Snoeblen**



**Zebra® TC75 Rugged Touch Computer**

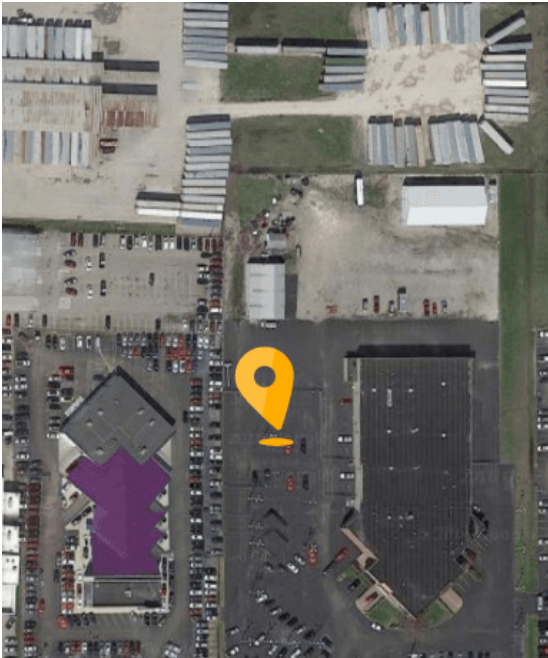
## Solution

The right mix of technology can help solve the problem. Greenway turned to CP Handheld Technologies for the solution. CP Handheld Technologies developed its VINpoint software to help solve this problem for dealerships like Greenway. VINpoint captures the location of every vehicle by scanning the bar code or QR code label on the vehicle windshield. The labeling process is instant because once a vehicle arrives on the lot, it is recorded in VINpoint. At that time, a Zebra ZT230 prints five all-weather labels for each vehicle. Labels can be used for the vehicle, deal jacket, and key fobs. Once the vehicle is labeled, Zebra's TC75 touch computer scans and produces the

## SUCCESS STORY

GREENWAY AUTO GROUP

GPS location for each car. That information is captured and sent to the server wirelessly using the cell phone SIM chip. The VINpoint web portal, unique for each dealership or auto group like Greenway, displays the VIN, time, and location of each vehicle scanned. This gives the dealership visibility into the entire process. Greenway implemented this system at its Chrysler Jeep Dodge and Fiat dealerships in 2017.



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## Results

Greenway scans their lot four times per month to ensure they have accurate inventory. "The scanning gives us the knowledge and visibility of every single car that is on our general ledger accounting record," Greenway's Controller, Roy Snoeblen said. "Using VINpoint with the Zebra TC75 cuts the time to inventory cars by at least 60%. It makes the process so much easier for our team members."

That's a huge bonus for the dealership. Not only does it help the accounting department with accurate numbers, it helps increase sales. "My general manager loves the sales aspect of it too," Snoeblen said. "The faster and more efficient you make the sales process, the better chance you have to close a sale and it's a better overall experience for the customer."

In just two months of using VINpoint, the sales team saw an increase in sales because they could locate a specific car quickly before the customer lost interest. In the past, the customer could leave the dealership without buying if the sales team went searching for a car on the lot or the salesperson spent too much time trying to track down a specific car.

Greenway can now ensure they have accurate inventory checks, and the sales team can access a car when a customer wants it. Snoeblen says the solution helps the dealership run more efficiently and effectively while also ensuring they deliver a smooth customer experience.

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**Greenway's  
Controller,  
Roy Snoeblen**

For more information, visit [www.zebra.com](http://www.zebra.com)



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