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Significant Automotive Industry News for Dealer Principals, General, Sales, & Service Management of Dealer Operations



## Frontline Ready

This Week: *George Cresto*



**George Cresto**  
Founder and President  
MyDealerLot

[www.mydealerlot.com](http://www.mydealerlot.com)

George Cresto brings over 20 years expertise in the architecture of innovative supply chain application systems in the areas of enterprise resource planning, customer management and inventory management.

In 2006, Mr. Cresto founded MyDealerLot after seeing the convergence of RFID technology with the needs of the retail automotive market.

George and his wife Anita live in suburban Atlanta with their 10 year old son and 13 year old daughter.

### 1. Give us a brief history of MyDealerLot and the technology used.

MyDealerLot was founded in early 2006 with the purpose of providing automotive retailers and auction companies with the ability to locate and manage vehicle inventory in real time using Real Time Location System (RTLS) / Radio Frequency Identification (RFID) technology.

As for RFID technology, this is the same technology used in the highway EZ-pass lane, Wal-Mart, and the Department of Defense.

After speaking to dealers and hearing about the challenges of locating and managing vehicle inventory, we decided to bring this technology specifically to the dealer market using MyDealerLot Enterprise software coupled with best-of-class infrastructure technology from AeroScout.

Using MyDealerLot provides automated 'hands off' technology to give dealerships and auction companies a 24/7 'instant inventory'.

### 2. So how does MyDealerLot work and actually locate vehicles in real time?

We started by making MyDealerLot simple for the user and 100% web-based. Readers are deployed on the lot to read the RFID tags hanging from the vehicle rear view mirror.

DMS inventory is sent to our hosted server automatically, eliminating redundant keying. The MyDealerLot administrator marries a re-usable RFID tag to a VIN and simply hangs the tag from the rear view mirror using one of several mounting options. Tracking begins automatically and ends once the vehicle is sold and the tag is divorced from the vehicle.

While the vehicle is being tracked, tags beacon to a web-enabled dashboard every 10 minutes when stationary and every 10 seconds when the vehicle is in motion. The tag's motion-sensing function can also be tied to dealer business rules to alert vehicle movement during dealership off hours. Using this technology, we can graphically map a vehicle's location to about a 1-4 vehicle radius.

### 3. So is MyDealerLot simply a vehicle locator?

While real time vehicle location is at the core of what we provide, MyDealerLot goes way beyond that and actually provides our clients with a variety of tools to interact and market inventory more efficiently. Our solution is fully integrated with DealerTrack Chrome Data allowing MyDealerLot to append a wealth of information about dealer inventory. Additionally, we integrate with third party providers such as those that catalog used vehicle options and photos. At the end of the day, MyDealerLot allows dealers to harness and utilize the valuable information provided by having real time data. That's the power of this technology and why it will change the industry.

### 4. What are the key benefits of having a real time inventory management system?

The first thing to point out is that MyDealerLot is aimed at dealers and auction facilities that want a better way to manage the millions of dollars of vehicle inventory sitting on their lots or off site lots. In many cases, this inventory is owned by banks and other parties, making accountability critical. Let's

face it, vehicles move all the time and finding a vehicle trying to use the remote control in the air is not efficient and in many cases embarrassing in front of the customer.

Using MyDealerLot and the capabilities of a true real time inventory management solution provides greater efficiency, improved customer service, increased sales, and heightened inventory security

### 5. MyDealerLot is integrated with KEYper Management Systems. How does that work?

We are very proud of the integration with KEYper Management Systems because it addresses the next natural question every time a key is pulled from a key management system – namely, where is the vehicle.

When a key is pulled, KEYper Systems displays the MyDealerLot map and real time vehicle location right on the KEYper screen. We also display key data within MyDealerLot.

Our latest customer, RBM of Atlanta – Atlanta's largest Mercedes dealership, will be utilizing this fully integrated solution.

### 6. Can MyDealerLot track vehicle test drives?

Yes. We have two options for this. First, we can use a salesperson RFID tag in conjunction with the vehicle tag to automatically track the event as the vehicle leaves the dealership. Second, we can track test drives through our integration with KEYper Systems.

### 7. Is MyDealerLot a GPS system?

No. We use RFID technology to locate and track vehicles within the confines of the lot and off-site storage locations. While it sounds like GPS would be the preferred technology, it is actually not suited for large volume vehicle lots. With GPS, you have numerous challenges such as unit cost, accuracy dependability – based on satellite coverage, vehicle installation time due to battery life constraints, and failed coverage once the vehicle is in garage. MyDealerLot eliminates these issues with RFID technology.