



VIN Viper **CASE STUDY**

**SPEEDING UP
VEHICLE
APPRAISAL TIMES**

VIN Viper

VIN Viper generates mobile vehicle appraisals in under 1 second with help from DataOne VIN decoding

VIN Viper blazed a new trail when in 2009 it was the first to introduce a mobile appraising solution that allowed dealers to scan VIN barcodes and quickly return vehicle values from a run list or directly from the auction lane. Today, its turbo-charged platform can decode and explode a VIN – and provide all the vehicle options as well as a real-market value – in under 1 second. To get this good, the company had to partner with the best data provider in the industry. That’s why it chose to trust its VIN decoding needs to DataOne and its VINBasic™ product.

Delivering accurate and fast vehicle descriptions

When VIN Viper first started out, it didn’t use a third party VIN decoder solution. Instead, its app pulled vehicle details from the big book providers. This presented a few problems. First, the app could not provide the immediate data return that the fast-paced auction environment demands. A dealer in the lane needs instant vehicle information to make an informed decision on an auction vehicle. Second, a dealer could only appraise a vehicle if there was an actual VIN to scan or type-in. Finally, the app couldn’t normalize and standardize multiple trim descriptions. “We needed a data source that could transcend the problems we’ve experienced in the past,” says VIN Viper founder Jason Seligman. “That was DataOne.”

DataOne stepped in with its VINBasic™ product and changed the game. VIN Viper was able to use DataOne solutions to dramatically speed up its VIN decoding. In addition, VINBasic could also be used to power YMMT driven vehicle identification and seamlessly normalize VIN explosion for the various data sources that work with VIN Viper. “We explode and decode the VIN, query over 220 million vehicle records, provide all the options, the values for each Book, AutoCheck and CARFAX® reports, and give real-time pricing information, all in under 1 second,” says Seligman. “DataOne’s VIN decoding and data solutions play a key role in our being able to crunch all the data we need to in record time.”

“DataOne makes sure their partners get what they need at a price that is so reasonable. We love bragging about how much we like them.”

Jason Seligman,
Founder, VIN Viper

Supporting company growth and success

The success of VIN Viper's appraising platform – combined with DataOne's scalability – gave the company the extra leverage it needed to launch MarketMetrics™, a turn-key vehicle sourcing and optimization tool. MarketMetrics is a dealer's best source for the most accurate retail vehicle metrics, including market-specific demand, real-time pricing and average days on lot. "Our success depends on having a strong data foundation and extremely accurate VIN decoding," says Seligman. "With DataOne, we can continue to innovate and introduce in-demand products." DataOne's data and delivery methods are also highly malleable, so VIN Viper was able to seamlessly marry its user interface and application layers with an efficient and normalized back-end. "We can use the data in the way we need it," says Seligman. "We can maximize and leverage it to create this incredibly powerful tool."

Demonstrating true partnership

With top-notch VIN decoding leading to a better appraising solution and helping to launch a new product, VIN Viper knows they've found a true partner in DataOne. The icing on the cake? Expert support and a competitive price. "DataOne makes sure their partners get what they need at a price that is so reasonable," says Seligman. "We love bragging about how much we like them."

VIN Viper depends on DataOne to help it deliver a superior appraisal solution and launch new products. Thanks to fast and accurate VIN decoding and true partnership, the company delivers lightning-fast vehicle descriptions and inventory insight to propel its dealer clients to greater profitability.



ABOUT VIN Viper | www.vinviper.com

VIN Viper is a solutions provider that develops and sells profit-driven automotive tools by leveraging expertise in mobility, UI design, encryption, compression and data mining.

VIN Viper's premier product, MarketMetrics, is the only turnkey solution that offers dealers market-specific supply and demand metrics for both retail and wholesale sourcing. Leveraging the power of MarketMetrics, dealers mitigate data inconsistencies and maximize potential profits using a consistent approach across areas such as appraising, sourcing, inventory optimization and retailing.

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