

# Tru Images **CASE STUDY**

INCREASING  
SPEED TO MARKET

**DATAONE**  
SOFTWARE

## Tru Images

### DataOne Helps Tru Images Accurately Clone Photos and Increase Speed to Market

While accurate vehicle photos have always been an important part of the consumer's research process when buying a car, the quick evolution of digital retailing in the space has rapidly made live photos a key component to a final sale.

Tru Images, an automotive imaging solutions provider, makes it easier and more timely for car dealers to get their photos online. The company's patented, web-based technology identifies clones within a dealership's new vehicle inventory, saves the image to a library, and automatically posts the photo when an exact matching vehicle arrives. In this way, when identical new cars come onto the lot several times in a given year, the software will use the cloned photo and immediately apply it to the arriving inventory, so the dealer does not have to photograph that vehicle. The solution creates an important efficiency for individual dealerships allowing them to immediately populate listings for cloned vehicles with custom photos. Studies show that dealers' website inventory listings with custom photos get 239% more VDPs when compared to listings without photos.

*"It's super important for us to clone the exact same vehicle with no error rate."*

Glen Garvin  
President, Tru Images

"It's super important for us to clone the exact same vehicle with no error rate. Dealers want to save time and money with our software, but it is critical that the information identifying the vehicle details matches the cloned photo. For instance, we cannot clone a truck with a chrome step bumper and one without because that wouldn't be an exact match," said Glen Garvin, President of Tru Images. "Currently traditional VINS give us the make, model, year and body type, but we need information down to the option code level."

### Port Option Level Data Proves to be a Game Changer

In the past, Tru Images received most of the option codes from the dealers themselves. However, that process proved to be problematic. Even if the dealership had the option code, the manual entry was prone to error, causing concern. The company turned to DataOne Software for a more streamlined solution.

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"We needed a partner who could provide nuanced vehicle information down to individual options. By providing exact option codes from the vehicle, we know which cars can be accurately matched and cloned. To have DataOne provide Toyota build data down to the port and distributor options in certain areas of the country was a big game changer for us," said Garvin.

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## COVID Sweeps in Additional Challenges

Another game changer? The pandemic. COVID swept in digital retail changes that rippled throughout the industry. Whereas a dealership in the past might have buyers coming from across town, it is now not unusual to have buyers from as far as 100 to 200 miles away come in to kick the tires of a vehicle they found online.

“With COVID you have customers traveling from hundreds of miles away to see a car. If they show up and the vehicle has a different wheel on it than what was promised in a photo online, that is going to cause a problem for the dealership, the consumer, and the store’s customer service score,” said Garvin.

## DataOne Helps Tru Images Provide Faster Speed to Market

As soon as Tru Images began using Toyota build data from DataOne, their processes became more streamlined and accuracy greatly increased. But perhaps the largest benefit of all occurred after they began deploying the cloned photos – speed to market.

“One important industry measure is speed to market, or how fast it takes to go from a car hitting your live inventory until it’s “for sale” online. When dealerships use our technology with DataOne® Toyota build data, it allows the dealer’s vehicle photos to be accurate and online within hours. Your speed to market can’t get faster than that,” said Garvin.

DataOne President Jake Maki agrees, saying, “As the industry becomes more automated, the importance of accurate data that is precise and timely will continue to grow. It’s exciting to see an innovative company like Tru Images utilize our data to make their solution even more valuable to their customers.”



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**ABOUT Tru Images** | [www.truimagesauto.com](http://www.truimagesauto.com)

Tru Images patented web-based software maximizes the efficiency of the new car photography process. Tru Images reduces their workload of photos taken in-house or with a third party company by identifying clones within new vehicle inventory. When a vehicle is photographed, it becomes part of the library and Tru Images automatically posts those photos when an exact matching vehicle arrives in inventory, saving the customer time and money. Subscribed dealers see higher photo percentages and faster speed to market with less effort.

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