

FLEXIBILITY



SCALABILITY



CUSTOMIZATION



PARTNERSHIP



VINCUE CASE STUDY

IMPLEMENTING A
FLEXIBLE VEHICLE
DATA SOLUTION
THAT SUPPORTS
RAPID GROWTH

DATAONE
SOFTWARE

VINCUE

DataOne's scalable vehicle database and customer-centric approach help power VINCUE's premier dealer-led technology.

VINCUE is a vehicle acquisition and pricing intelligence platform that analyzes vehicle build, history, and market performance to help dealers make better, more informed decisions. VINCUE relies on high-volume, high-performance vehicle data to generate these powerful insights.

As the company achieved new success milestones and underwent rapid growth, VINCUE needed a data infrastructure that could scale alongside it — one built for the level of decoding depth and flexibility required to keep innovating and expanding the product.

When Scaling Exposes Data Limitations

VINCUE decodes vehicles across the US market, processing over 100,000 VINs per day. With that volume, VIN decoding performance and reliability are not minor considerations; they directly impact platform efficiency, pricing accuracy, and downstream customer outcomes.

As VINCUE scaled, that volume made clear how much decoding performance and deployment flexibility mattered. It became critical to find a data partner that could support both a delivered database and API-based decoding, a tailored solution to fit how VINCUE actually operates.

"At our scale we needed a data foundation that could flex with us, and an integration partner that would adapt to the way we designed VINCUE to work," said Chris Hoke, Founder and CEO of VINCUE.

"The biggest value DataOne brought was its willingness to tailor a solution that fit our needs. They listened to what we needed and built around that from day one."

Chris Hoke
CEO, VINCUE

A Vehicle Solution Built for Market-Wide Decoding

VINCUE connected with DataOne Software through industry networking and trade shows, where discussions quickly moved beyond standard product offerings and into practical problem-solving. DataOne worked to tailor a solution that aligned with VINCUE's technical needs and requirements.

One of the primary differentiators was DataOne's VIN pattern decoding scale, which allowed VINCUE to efficiently decode vehicles at high volume. Their tailored approach delivered both performance and flexibility at the scale VINCUE required.

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In addition to VIN decoding performance, OEM build data played a critical role. VINCUE actively sources build data from every source possible and prioritizes having more complete build-level data than any competitors. DataOne's OEM build data became a key input into VINCUE's broader vehicle intelligence strategy.

Implementation Without Disruption

VINCUE prioritized a seamless implementation through data quality, service uptime, and scalability as its platform continued to grow. DataOne's project management, documentation, and responsiveness were important contributors toward meeting those expectations.

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"DataOne is one of the best partners we have worked with," said Hoke. "The pace, reaction time, and documentation were all strong. They were flexible, and we were able to learn and develop with their solutions before finalizing deeper contract commitments."

The integration required minimal internal lift once deployed. VINCUE incorporated DataOne's data into its existing systems without disrupting operations or customer experience. "It was so seamless that almost no one knew we had onboarded a new data provider," Hoke added.

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Unlocking Accurate Pricing Through OEM Build Data

With DataOne's VIN decoding and OEM build data integrated into the platform, VINCUE was able to further strengthen its Appraisal & Market Pricing tool, one of its most powerful differentiating features. By combining build-level vehicle data with Verified Records and market insights, VINCUE can evaluate vehicles beyond trim-level assumptions.

OEM build data allows VINCUE to more accurately assess a vehicle's factory-installed equipment and market position relative to comparable listings. This allows more precise pricing and appraisal decisions, directly influencing acquisition behavior.

"[DataOne's] build data helps us make more precise decisions around the acquisition process."

"If you don't fully understand a vehicle beyond the trim level, you either miss a deal or invest too much in a car not knowing it's competing with better-equipped vehicles in the market," said Hoke. "The build data helps us make more precise decisions around the acquisition process."

With VINCUE's help, dealers often quickly see an increase in front gross, among significant other operational efficiencies. This improvement reflects more confident appraisal and pricing decisions, which helps scale the dealer's acquisition capability.

The Results

VINCUE relies on DataOne's vehicle data to support its high-volume VIN decoding, maintain its internal vehicle database, and enhance pricing and acquisition accuracy across its platform. DataOne's quick, clean integration with VINCUE's broader data ecosystem empowered the company to combine inputs from different sources with less friction. Beyond data performance, the partnership itself has proven a valuable contributor to VINCUE's long-term success.

"DataOne has class A support, and that matters just as much as the quality of the product," said Hoke. "They're focused on customer satisfaction, not just efficiency."

By integrating DataOne's VIN decoding and OEM build data solutions, VINCUE strengthened its platform to match its product vision and rapid growth - without disrupting the operations of a fast-growing, successful business.



ABOUT VINCUE | www.vincue.com

VINCUE is transforming the retail automotive software industry by providing dealers with new, innovative end-to-end inventory lifecycle management and market pricing solutions. This gives dealers access to real-time data and tools in a single system to stock smarter, increase turn, compete effectively, and above all else maximize profits.

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