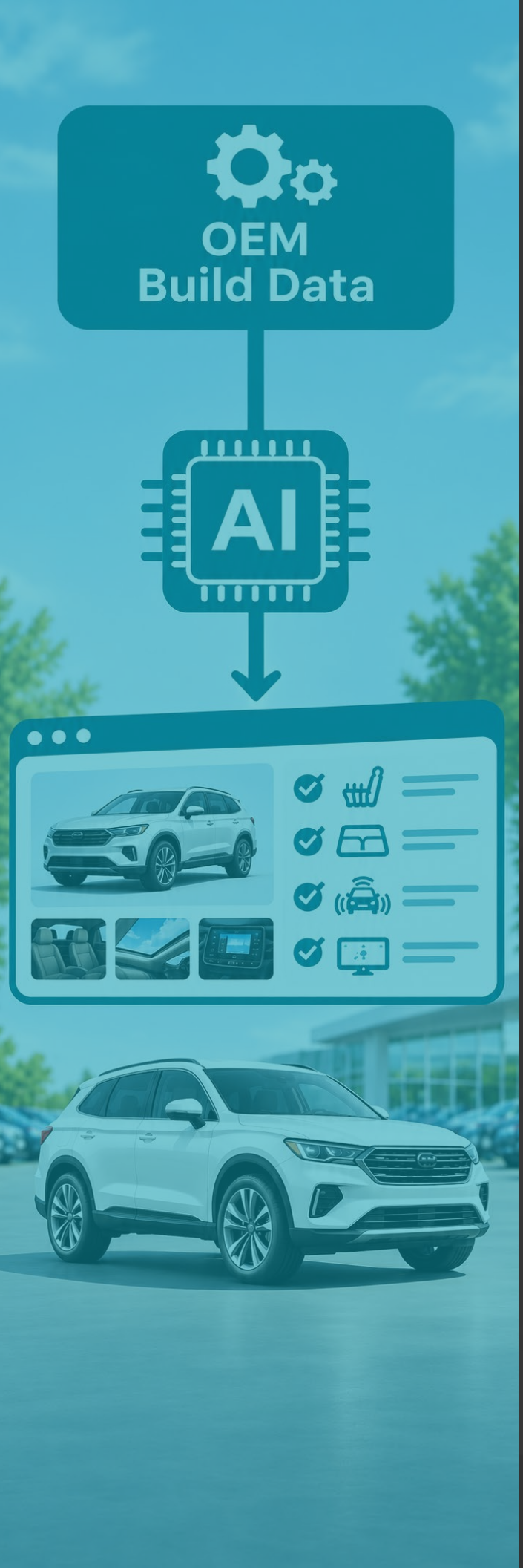



# autoZnetwork

# CASE STUDY

## ACCELERATING AUTOTECH STARTUP GROWTH GOALS WITH A PERSONALIZED DATA PARTNERSHIP

DATAONE
SOFTWARE

# autoZnetwork

## autoZnetwork's active communication with DataOne's vehicle data experts drives new product and business development milestones

autoZnetwork proclaims its company mission statement in large, bold lettering on its website: "We're here to change the automotive industry." An ambitious, AI-driven dealer service provider, autoZnetwork's platform is designed to consolidate dealership operations focused around inventory management and vehicle merchandising into a single, intuitive system.

autoZnetwork founder Collin Pedersen knew that becoming an effective disruptor in the dealer service provider market required adopting an accurate, actionable VIN decoding solution into their software suite. Initially, Pedersen was concerned about the inherent complexity of VIN decoding and what integration of the data feed would entail. "I originally thought 'a VIN decode is just a VIN decode'," states Pedersen. "However, I made initial attempts through NHTSA and found there is so much more intricacy associated with a VIN."

Pedersen reached out to leading vehicle data solutions providers and was immediately impressed with the expertise provided by DataOne Software's data strategy team. "The data strategist I connected with broke down all of the unique pieces that came with the VIN decode and did an excellent job recommending best practices for data integration. Knowing that there were vehicle data products autoZnetwork would be wanting in the future, DataOne was also very approachable about scaling and communicating new feature sets."

*"I looked at other top providers, but DataOne's presentation was much more attractive... Even if it was more expensive, we would have chosen DataOne because it was a better user experience."*

Collin Pedersen
Founder, autoZnetwork

The flexibility and dynamic presentation of DataOne's vehicle data was also a key factor in autoZnetwork selecting DataOne as their service provider. "I looked at other top providers, but DataOne's presentation was much more attractive," notes Pedersen. "[As a developer], Anything that saves time and doesn't require diagnosing different endpoints is a win. Even if it was more expensive, we would have chosen DataOne because it was a better user experience."

## Customized Architecture Supported by Rapid Response Times

autoZnetwork's DataOne integration with their platform was made easy due to DataOne's client service and deep technical expertise partnering with dealer service providers. "[DataOne's] API portal is a lifesaver. When we experienced hiccups in implementation, jumping into the portal and resolving them took less than 10 minutes. You can't beat that kind of response time."

*"[DataOne's] API portal is a lifesaver. When we experienced hiccups in implementation, jumping into the portal and resolving them took less than 10 minutes"*

This swift service experience continued as autoZnetwork expanded its investment in vehicle data solutions. Pedersen adds, "Implementation for a pattern-level VIN decode was less than a week. As new products were added, DataOne was able to launch them earlier than most scenarios. Implementation is simple, and the support portal provides everything you need."

## Bringing a Market Challenger Product to Life with Diversified Data Sets

The goal of autoZnetwork is to be an all-in-one solution that enables their customer base to focus exclusively on driving new revenue growth. DataOne's product and service teams took a consultative approach to working with the company, supporting them in finding the best approach to their product roadmap.

Pedersen explains, "Adding option-level data through OEM Build Data and Verified Records was a game changer. Everything in autoZnetwork is AI-native, and DataOne's accurate 17-digit data makes the AI tool stronger.  Vehicle descriptions are accurate on the merchandising and it goes to a whole new level with build data, enabling our dealership customers to take a step back, reduce their manual data entry, and focus on selling vehicles."

autoZnetwork expanded its platform into the vehicle appraisal space, aiming to compete with larger organizations such as Kelley Blue Book, Black Book, Manheim Market Reports, and JD Power. DataOne's custom third-party mapping capabilities for these information sources proved to be a critical tool for entering this market. Pedersen explains, "Mapping was a turnkey solution that eliminates all the work again. A dealer inputs their VIN and all appraisals are instantly calculated. Even some of the bigger players on the market aren't able to do that, and the only way we can do that is with DataOne." DataOne's OEM Service Schedules, which captures both OEM-sourced

standard and condition-specific recommended service intervals, has also assisted autoZnetwork in the reconditioning aspect of appraisals.

## Vehicle Data Support with a Transformative Impact

autoZnetwork has been able to rapidly grow its user base, improve customer satisfaction, and enrich its feature set through a close, personalized partnership with DataOne Software. The steadfast communication with the data strategy and client service teams continues to open up new possibilities for new vehicle data use cases and product growth. autoZnetwork's mission to continuously enrich its user experience for customers scope of services has led to the company also successfully integrating Canadian, HD, and powersports VIN data.

*"If you're building an application, you're going to need accurate data... Trust me, you are going to need DataOne for this use case. It's not just a VIN decode solution, it's an all-inclusive vehicle data solution."*

Pedersen is confident that autoZnetwork will continue to grow, and improve opportunities for dealers to be progressive in their market through their partnership with DataOne. "If you're building an application, you're going to need accurate data, and vehicle data is way more complex than you've ever imagined. Trust me, you are going to need DataOne for this use case. It's not just a VIN decode solution, it's an all-inclusive vehicle data solution."

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### ABOUT autoZnetwork | www.autoznetwork.com

autoZnetwork is a multi-industry inventory management system for Automotive, Powersports, and RV dealers. Their AI-driven platform helps sell more vehicles, reduce costs, and drive growth with customizable AI prompts tailored to your dealership and industry. The company is guided by three core principles: increase vehicle inventory's speed to market, connect updates to a single system, and get critical vehicle updates instantly.

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