

# Spider in the automotive web

What do you do if your standard software abruptly stops functioning? What do you do next if you've spent a long time on a solution to meet your needs and requirements but failed? To have hindrance-free business operations, you need to have a trusted partner who, together with that, realises you need.

Along similar lines, AMT Auto from the UK partnered with AutoFacets, helping the former achieve its grand vision of providing a vehicle solution to everyone via a Cloud-based platform. Barend Luiting

**T**oday, the term "mobility solution" is quite familiar and goes beyond owning a car. However, in 1995, the same view wasn't well established. However, this was just a dot on the horizon for Neil McGawley (Founder & CEO of AMT Auto). After working for several car leasing companies and dealerships, Neil founded AMT Auto in 1995 as he realised there was no proper solution to address all the customer needs and requirements. This also led to the foundation of a unique yet achievable vision as he entered the self-employed market and decided to

become an independent financial leading broker, allowing Neil to "listen" to what his customers needed and offer the customers the right mobility solution via multiple partners. It has been close to thirty years since AMT's establishment, and it is now virtually achieving its vision via a Cloud-based platform developed by AutoFacets. Neil often quotes his grand vision: "Our ultimate goal is to be the Amazon for vehicles and provide our customers and partners a single platform that allows them to rent, lease, sell, buy, or manage cars."

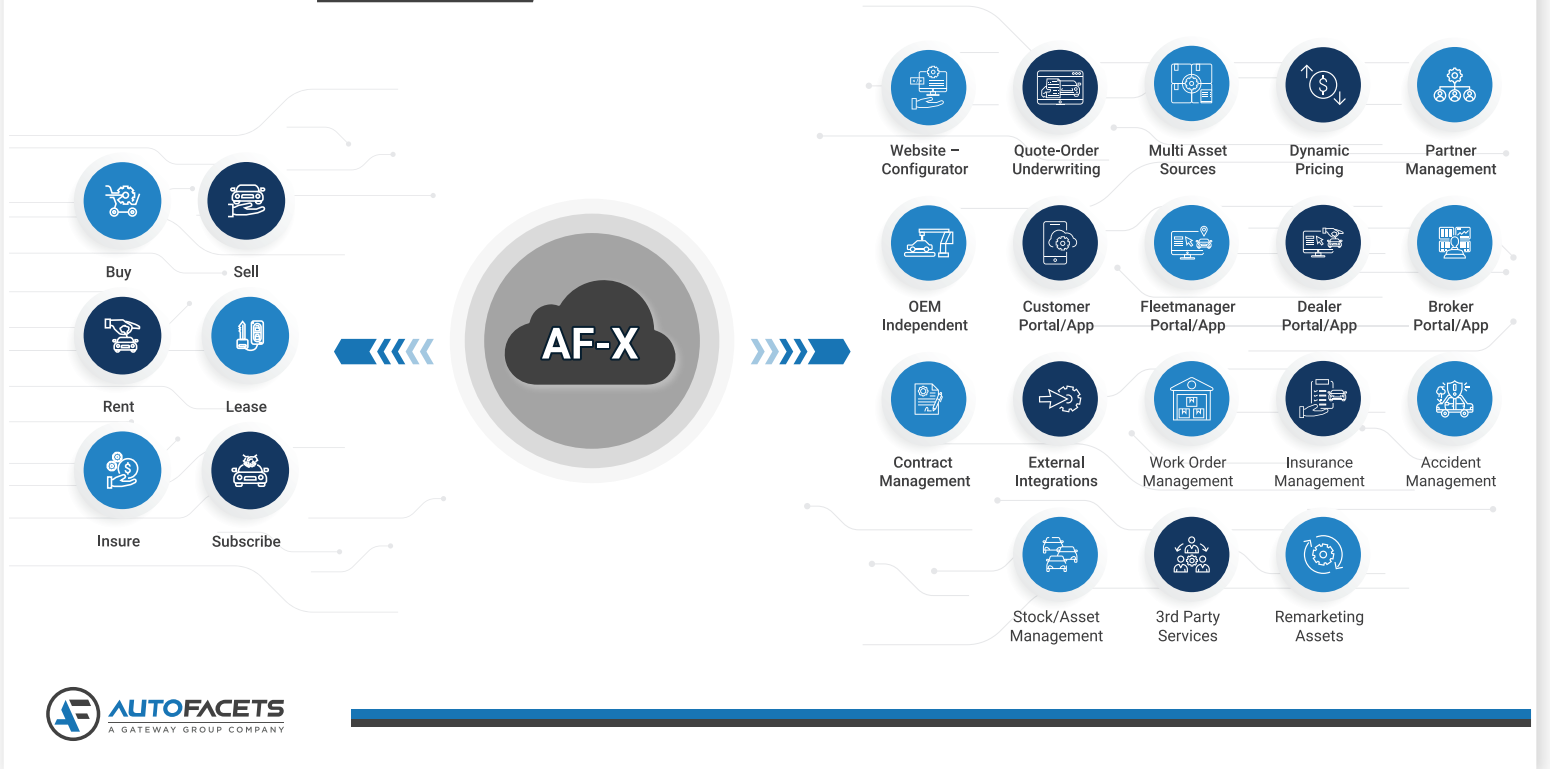
However, achieving this grand vision took significant efforts, as AMT sought an automotive solutions provider that could offer them cutting-edge technologies. This was when AMT decided to enter a strategic partnership with AutoFacets, resulting in some major benefits. The AutoFacets Team, after carrying out an in-depth analysis of AMT's objective, provided the required technical expertise, along with the know-how of the subject matter, i.e., creating unique vehicle solutions for everyone. It's been close to five years of this partnership, where AutoFacets works with AMT as a dedicated business partner for its long-term projects.

## DIGITAL SHOWROOM

René Vermeij, Vice-President, Strategic Accounts, AutoFacets, gives the complete walkthrough of this challenging, unique, yet achievable project. AutoFacets' Team has developed a virtual platform where AMT's customers can directly visit - [www.amt-auto.co.uk](http://www.amt-auto.co.uk) and get the feeling of a digital showroom by quickly choosing their needs via the rent, lease, buy, or sell buttons. The website is a one-stop solution for all mobility-related solutions, be it a car subscription or a classic sales transaction, short-term lease or regular lease; everything can be found on a single website, making it AMT's Digital Showroom. Various functionalities, from orientation to the actual order and financing checks, occur online and are facilitated via the underlying platform developed by AutoFacets. This focus also matches the current era where the "pay-as-you-go" is becoming more popular. AMT combines its mobility offerings with that of third parties. If an own alternative is readily available, it will be given priority in the search



# AF-X Assets Overview



**“Our ultimate goal is to be the Amazon for cars, enabling both customers and partners to rent, lease, buy, sell or manage cars through a single platform.”**

results as it offers more margin than the third parties.

## ADDITIONAL TRANSACTIONS

The mobility solutions via car are just the beginning. “Wherever possible, we try to create as many upsell. Consider, for instance, financing, insurance, accessories, and additional guarantees. Take the financial processes; all the supplier-specific requirements and conditions get included in the system with various parameters. The same applies to the insurance document: the customer acceptance occurs online through our Cloud-based platform. We communicate with all the involved parties without needing to change their ecosystem, preventing errors and improving the speed.”

The challenge in such a complex interplay of online connected parties usually exists in two core areas. “First of all, stability and speed and the underlying conditions must align the customer profile and the customers’ specific needs. As it is a Cloud-based architecture, AMT is not restricted to its own branches to use; all partners have access whenever they need or desire.”

Neil McGawley, Founder and CEO, AMT Auto



## GOING BEYOND THE UK

Though this project in this form is only for AMT, that doesn’t mean that AMT customers with similar requirements need to start over. René Vermeij clarifies this working method: “Basically, whatever we have developed for AMT is completely modular and reusable. Moreover, being able to link the suppliers of cars, financiers, and insurers is nothing new. Combining it into a complete package where transactions occur fully online is a different story altogether. Through this project, we want to show that which can be easily translated to new customer-specific projects.”

The final question focuses on the British car markets, which in some aspects is different from others on the continent, particularly the Dutch market. “Indeed, forms of financing work differently in practice, and the insurance market is different. It’s mainly a matter of connecting the right parties and adding the right parameters within the software. Therefore, The solution is ideal for both national and international parties.” ◀