

VISIONAST DRIVES PROFITS & IMPROVES PERFORMANCE WITH SAAS FOR AUTOMOTIVE AND POWER SPORTS DEALERS

Vision AST is a data-driven analytics platform built for automobile dealers to improve financial performance. Users can uncover critical information buried in Dealer Management System (DMS) data and use it to increase profit.

- Complete DMS Integration
- Intuitive Data Filtering
- Real-Time Reporting
- 24/7 System Access

After years of in-store research and development, VisionAST has evolved into a one-of-a-kind tool to track front-end and back-end gross profits in real time so that dealerships can maximize every sales opportunity. VisionAST is easy to use and offers complete DMS integration, giving customers the data they need to become more efficient and profitable.

THE CHALLENGE



VisionAST was founded by a team of career auto professionals to alleviate the problem of shrinking gross profits in their sales departments. Increased competition, consumer shopping habits and pressures from the factories have required dealers to get sharper to survive. The principals of the company knew there had to be a better way to track their variable operations in order to train their teams for success and profit!

To meet the expectations, the system needed to be able aggregate disparate data sources into a single, high-performance, scalable database. Then the system required a streamlined workflow for staff to enter transactional data and managers to review results for rapid decision-making.

THE WEBAPPER WAY

Webapper originally partnered with VisionAST in 2014. Technical services have included requirements gathering, system design, application development, and API integrations. The suite of products began with the core SalesVision, extending it over time to reach new audiences and address emerging customer needs.

Webapper built a multi-source data importer with a user-centric interface for searching, filtering and reporting on complex sales data. The application is mobile-ready. Webapper also delivers “true cloud” multi-datacenter hosting. From the beginning, Webapper built the SaaS application using a DevOps foundation, with an automated delivery model to the AWS cloud.

CASE STUDY



Our customers are initially struck by the simplicity of the user interface and the overall ease of use. We often hear the word “elegant” to describe our products.

Pete Carusone, President of VisionAST

The VisionAST suite of products have evolved considerably, from some of the logic that makes it so intuitive to the user, to the speed with which it manages large volumes of data. Customers appreciate how quickly they can access actionable data – it drives high engagement with their teams.

SalesVision

The flagship platform SalesVision is a comprehensive variable operations reporting system, drawing real-time data from the dealer’s DMS to help identify profit leaks and training opportunities. Although DMS systems are notoriously difficult to access remotely, SalesVision allows dealers to access multiple locations with a single login.

FinanceVision

The finance components of the SalesVision platform have been packaged into an economical F&I focused solution ideal for warranty agents and their dealers. Warranty agents can remotely access their entire book of business with a single login and spot profit leaks and opportunities in near real-time.

PowerVision

Extended from the SALESVision platform, POWERVision is tailored for power sports (jet skis, quads, etc.) dealers.



Webapper continues to support and extend the system. Using an agile methodology, VisionAST regularly describes user stories that Webapper adds to a backlog. Bug fixes are delivered as needed via the CI/CD pipeline. Sprint plans prioritize development, and new features are delivered bi-weekly. New APIs are added, such as specialized DMS feeds, to help a growing list of dealers maximize their vision and profitability.

Services

- Application Development
- API Integrations
- Cloud Hosting & Support
- CI/CD Pipeline Management