

Transforming Fleet Management with Seamless Data Migration & Enhanced Portals

Company Overview

For over 30 years, Flexco has been a leading provider of automotive remarketing services, including buying and selling fleets to transportation, title, and registration.

The Challenge

Massive amounts of data fuel daily operations - all of which need to be housed, migrated into the company's system and integrated into the ZoomWarehouse platform. Boggled down with an ineffective, outdated platform and process, they turned to LaunchPad Lab for help.

The Approach

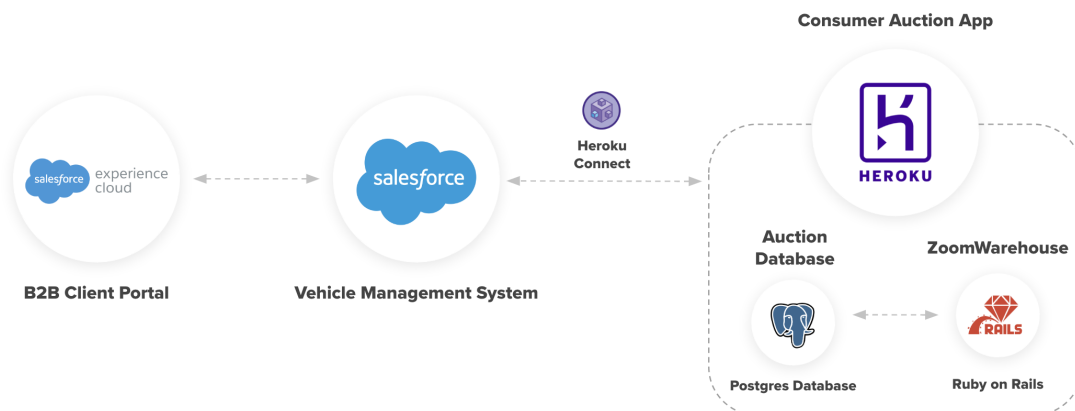
After in-depth discovery, the objectives were set to first migrate historic data into the company's Salesforce CRM and then build two new portals. One functions as a self-serve client portal, providing customizable reporting and a clear picture of relevant data for all Flexco service offerings (FlexConnect). The other was a unique product for a vehicle bidding platform to buy cars (ZoomWarehouse).

Pain Points

- X Operational inefficiency
- X Disparate systems
- X Outdated platform
- X Poor data storage modeling

Product Requirements

- ✓ Data mapping & migration
- ✓ Safe storage & data housing
- ✓ Streamline workflows
- ✓ Modern UX/UI
- ✓ Sync with Salesforce



Releasing a New Client Portal (FlexConnect) & Bidding Application (ZoomWarehouse)

The Solution

Data Migration involved a complex data model mapping out plans that ensured a smooth transfer of historical information into the Salesforce CRM. Custom file scripts and automation were developed to scrape existing images and documents and upload them to the new portals.

FlexConnect provides clients with more autonomy to create reports and deliver ongoing visibility on vehicle status, including:

- Forms used to consign vehicles for remarketing
- Vehicle condition and damage reports
- Photos (for select clients)
- Customizable reports and filtering
- Reporting tables for specific service offerings

ZoomWarehouse functionality was modernized to offer a modern, user-friendly experience for online bidding with features including::

- Vehicle bidding
- Vehicle search on existing inventory
- A calculator
- An admin interface connecting Salesforce to vehicles and auction data

The Results

After a successful data migration to Salesforce, the new portals provide a comprehensive picture of all data and a modern, user-friendly experience.

- ✓ **Optimized workflows**
- ✓ **Secured data storage**
- ✓ **Reduced in admin time**
- ✓ **Streamlined processes**
- ✓ **Seamless Salesforce migration & integration**

1M+

Records migrated

