From Chaos to Control:

How Oomnitza Reshaped a Leading Online Used Car Dealer's Asset Management Challenge

98%
Endpoint Recovery Rate

$600K+
Annual CapEx Savings

100%
NIST & SOC 2 Compliance

About the Company

A pioneer in the online used-vehicle market, this customer is rapidly becoming one of the fastest-growing used-car retailers in U.S. history. They let their customers purchase from home—backed by a seven-day money-back guarantee, nationwide inventory, and home delivery. It also enables selling and trading across 300+ U.S. locations, including its iconic Car Vending Machines. With a strong commitment to customer care and innovation, the customer ranks as the second most customer-centric automotive brand in the U.S. on Forbes' 2022 Most Customer-Centric Companies list, behind only Ford. It is also among the fastest companies to enter the Fortune 500.

Business Profile

- **Industry**
  Automobile Dealers, Retail
- **Annual Revenue:**
  $13.6 billion (2024)
- **Employees**
  16,000+
- **Endpoints**
  13,000+

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Spectacular Savings and Total Compliance via ITAM

With rapid growth, the retailer faced a daunting technology asset challenge managing 13,000+ laptops and mobile devices in spreadsheets. Endpoint recovery for offboarded employees sat near 50%, and manual processes carried a 70% human error risk. The lack of holistic asset visibility and precise inventory control also jeopardized compliance.

The online used car retailer transformed operations with Oomnitza's IT Asset Management (ITAM) solution. Automated workflows removed manual steps and reduced human error risk. With timely alerts and notifications, endpoint recovery rose to 98%, saving $600,000+ annually by avoiding replacement of unrecovered devices. The retailer also achieved 100% compliance with NIST and SOC 2 requirements, while improving forecasting and order tracking with trusted partners by accelerating procurement.

Oomnitza enabled the team to automate and streamline IT operations—saving time and resources, optimizing asset lifecycles, and cutting costs.

Rocketship Growth Posed Monumental Tech Asset Challenges

The car retailer's journey from 2016 to 2022 was an extraordinary success story, with growth exceeding 3,000%, catapulting annual revenues beyond $10 billion. This meteoric rise wasn't just about numbers. It also triggered a rapid transformation in the workforce, swelling from a few hundred to over 10,000 employees.

Thanks to Oomnitza, we've gained complete visibility on all of our endpoint devices. This empowered us to make informed procurement decisions, particularly as we prioritize cost and process efficiency.

- Vice President, Technology Services

What's particularly remarkable is that a whopping 70% of their workforce occupied dynamic, high-turnover operational roles, including those in inspection centers, manufacturing facilities, and logistics teams handling car deliveries. As a result, the car dealer faced a never-ending cycle of onboarding and offboarding hundreds of employees weekly.

On top of that complexity, a significant portion of the car retailer's workforce relied heavily on company-provided devices, laptops, and mobile devices spread across 300 locations. Managing this expansive arsenal of over 13,000 endpoints became a daunting task for their lean IT team, who relied on manual methods and clumsy spreadsheets, creating numerous challenges.

Plummeting Recovery Rates of Offboarded Employee Endpoints

The car retailer grappled with the taxing task of managing over 10,000 devices via manual spreadsheets. This resulted in a mere 50% hardware recovery rate for offboarded employee equipment, costing over $600,000 annually. Additionally, accurately tracking devices within a vast network of 300 locations was increasingly challenging, leading to unnecessary purchases and underutilized returned devices.

Exposed Vulnerabilities in Laptop Security

The dealer’s vast network and limited asset visibility raised security concerns. Despite endpoint security tools, enabling critical functions like remote wiping and laptop lockdowns, their effectiveness depended on precisely pinpointing the physical locations of these laptops.

However, accurately doing so across 300 sites using spreadsheets was nearly impossible, hindering defense against potential laptop attack vectors.

Challenges

A leading online used car retailer struggled to manually manage more than 13,000 laptops and mobile devices using spreadsheets, resulting in:

- A sub-par offboarded employee endpoint recovery rate of only 50%
- Operations with a 70% risk of human error
- A lack of holistic asset visibility and precise inventory control, leading to compliance adherence issues

Inadequate Inventory Control Jeopardizes Compliance

The used car retailer knew their lack of asset visibility gap posed a significant compliance challenge. Adhering to strict NIST and SOC 2 standards required meticulous asset management, including accurate depreciation records, timely reporting to the Financial Business Analysis team, and proper asset removal. The absence of precise visibility hindered compliance efforts and exposed the company to potential regulatory violations.

Audits Strain Resources and Procurement Encounters Delays

Their asset visibility deficit posed major hurdles for the car retailer in IT audits and expenditure forecasting. Accurate figures for auditors and finance were elusive. Handling substantial hardware orders added complexity, since they required tracking of existing assets and deciphering incoming items, resulting in delays and manual spreadsheet updates. Automation was crucial for efficiency and accuracy due to a modest IT team and human error risks.

Course Correcting with Modern Technology Asset Management

To tackle these challenges, the car retailer strategically adopted a suite of third-party solutions to fortify operations. And although, individually, they are very effective tools, they often operate in isolation, lacking the comprehensive and unified view of the car retailer's technology asset landscape. They didn't deliver the automation that is so paramount for conserving resources and reducing IT risk.

Third-Party Tools

- VMware Workspace ONE for endpoint management
- Tanium for endpoint security
- Meraki for network infrastructure management
- Okta for single sign-on
- ServiceNow for service management and ticketing

That’s where Oomnitza's agentless IT Asset Management solution shines. By leveraging Oomnitza's developed and supported connector integrations with these tools, the car retailer established a seamless, bidirectional communication channel that operated in near-real time between their technology management tools and Oomnitza. This transformative integration empowered Oomnitza to serve as the single source of truth for the car retailer's technology assets, significantly reducing reliance on manual interventions.

What’s more, this capability proved particularly valuable in tracking endpoint changes, a task susceptible to oversight and errors when managed manually through spreadsheets. With Oomnitza, automated workflows seamlessly captured data, ensuring precise endpoint tracking without the perpetual need to painstakingly locate assets and update records.

Optimizing Asset Lifecycles for Complete Compliance and Eliminating Waste

Through Oomnitza, this online used car retailer was able to gain trusted technology asset visibility, enabling smart decisions that curb waste, enhance compliance, and improve audit readiness. This, in turn, has resulted in substantial cost savings.

Replaced the Risk of Human Error with Automation

Oomnitza's automation has revolutionized the car retailer’s asset management. They now save valuable IT hours each week, eliminating manual data maintenance. Additionally, they slashed the risk of human errorby 70% by utilizing Oomnitza's supported connectors, ensuring a more accurate technology asset database. They also enhanced efficiency and accuracy by using Oomnitza’s workflow automation to streamline employee offboarding, reducing manual touches from over 30 to zero.

The Outcomes

By deploying Oomnitza's Modern Technology Asset Management solution, the car retailer:

- Increased their endpoint recovery to 98%, saving over $600,000 annually
- Automated workflows to eliminate the risk of human error
- Attained a perfect 100% compliance rating with NIST and SOC 2 requirements
- Accelerated procurement processes, simplifying forecasting and order tracking with trusted partners

Reduced Wasteful CapEx Spend on Endpoints

The online car dealer also achieved a remarkable enhancement in the endpoint recovery rate for offboarded employees. The numbers soared from 50% to an incredible 98%, resulting in more than $600,000 in annual savings. Since this meant IT could effectively repurpose recovered devices, over a two-year period, the car retailer didn't have to procure a single new endpoint for incoming employees.

Improved to 100% Compliance with NIST and SOC 2 Requirements

They also used Oomnitza's automation to speed up procurement fivefold, enhancing forecasting and tracking. This not only expedited the process but also prevented human errors.

The car retailer now efficiently accesses critical data, simplifying audit procedures and achieving a remarkable 100% compliance rate with NIST and SOC 2 requirements, thanks to Oomnitza's comprehensive visibility.

Unlocked Financial Efficiency and Optimized Asset Lifecycles

The car retailer has improved coordination between IT and accounting, leading to precise asset lifecycle management and accurate depreciation accounting, resulting in $65,000 in annual personal property tax savings. Additionally, they used Oomnitza's tracking capabilities to optimize warranties and repairs, enhancing overall asset management and device lifespan.

> **I'm no longer nervous going into meetings with my boss, because I know I can answer any question he throws my way around the status of our over 10,000 endpoints.**
>
> - Manager, Endpoint Operations

Learn more at oomnitza.com