



Taking Sales Out of the Dealership and Into the Lot: LMI Systems, Inc. Develops an Inventive Wi-Fi Solution that Lets Salesmen Close Deals Outside, on the Spot

For used car salesmen, one of the keys to closing a sale is to sign the customer while they are still in the initial stages of excitement about a vehicle. Traditionally, that has involved bringing them into a sales office at the dealership and pitching the sale. With the help of LMI Systems, Inc., one national used-car dealership has developed a much more effective way to close deals quickly. Salesmen can authorize and complete the sale with the purchaser in the parking lot, right next to their new vehicle.

A Cost-Saving, Tech-Forward Solution Emerges

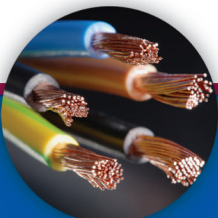
For the solution, the dealer needed Wi-Fi throughout each large lot so that sales personnel could transmit and receive data to authorize and close the sale. With no Wi-Fi available at the time, the customary solution would have been to run an underground cable from a network location and install a pole-mounted access point to broadcast the signal.

With the parking lots existing and in use, such an approach would have required disruptive, expensive trenching of the asphalt. To support end-to-end, persistent data transfer and authorization processing for the dealership without laying cabling, LMI Systems, Inc. recommended implementing a Fluidmesh Networks mesh network.



With this network design, multiple, low-power network nodes interconnect with one another, cooperating to distribute data over the network. Each can send and receive data, which enables data packets to take the shortest route from point to point.

Should a node go down, the remainder of the nodes can “heal” the network and maintain the connection. A single, central router in dealership building sends and receives data to and from the mesh network, which can distribute it to laptops, tablets, IP security cameras, scan guns and other devices, as well as transmit it back to the dealership’s corporate network.



Electrical



Networking



Security



Telecommunications



Audio Visual



Driving Productivity in the Auction Lots

LMI first implemented the solution at the dealer's three auction lots. There, employees scan the vehicle identification numbers (VINs) of cars coming into the auction, and then scan them again when they go out after sale. At both points, the VIN information is uploaded to a centralized system for inventory update and further processing.

Prior to implementing the solution, workers (both at intake and after sale) were forced to manually document the VINs and log them into a computer in the office. The lots were perfect candidates to test LMI Systems, Inc.'s unique network solution.

To provide power for the mesh nodes at the first two lots, LMI Systems, Inc. came up with an ingenious plan whereby the energy that powers the parking lot lights also supports the mesh nodes. For the first two installations, LMI installed individual photocells on every light pole. Each pole gets power 100% of the time, providing power for both the parking lot lights at night and the mesh nodes all the time.

For the third location—where multiple dealers shared a lot—LMI Systems, Inc. was equally creative. Technicians leveraged the existing system that powers (and turns on) the poles at night. When energy is flowing to the lights at night, it also charges batteries, installed on the poles, that power the mesh nodes around the clock.

A Roll-Out on the Horizon

After resounding success at the first three locations, the dealer has trialed (and LMI Systems, Inc. has since deployed) the network solution at one of its inspection centers. Plans now are for the company to roll out the project enterprise-wide, including all 120 dealerships.

Soon, a customer who receives a "pre-authorization letter" for a certain amount of financing for any of the dealer's locations will be able to find a car they love and purchase it, on the spot. They'll drive away, delighted with their new purchase, without spending hours in salesman's cubicles, working out the details of the sale. Neither they, nor the salespeople, will have an inkling that the entire process was made possible by an innovative networking architecture and LMI Systems, Inc.