The need for real-time vehicle location has never been more apparent. As labor costs continue to rise and the independent auction market becomes increasingly more competitive, auto auctions are challenged to ensure their operations are optimized, and their workforce’s productivity is maximized. With this comes the need to quickly and accurately locate vehicles throughout auction facilities and lots, but legacy technologies like RFID and barcode scanning are error prone and manually intensive, counteracting the capabilities they were installed to augment.

There's a better way. Real-time location of vehicles is enabled by leveraging low-energy bluetooth and GPS technology to support the immediate and precise position of across indoor auction prep facilities and large outdoor lots. Supplementing this technology is actionable data that illuminates insights and powers decisions that matter.

Cognosos delivers revolutionary real-time asset intelligence. Thanks to our lightweight footprint and patented wireless networking technology, a single outdoor gateway antenna can provide support for up to a two-mile radius. Combined with smart tags placed in vehicles, Cognosos technology tracks location in real-time and provides historical movement data that unlocks value and enables impactful analysis. And, integrations with existing auction management systems enable increased productivity, presenting a complete view of vehicle details and description alongside precise location information.

With minimal infrastructure required, installation is quick and cost-effective, producing data and insights immediately. Teams can work more effectively, receiving step-by-step navigation to the location of every single car, eliminating the need to spend costly time searching for vehicles and ensuring vehicles are in their proper lanes and ready for auction day. The Cognosos portal tracks the movement of every asset, providing intelligence that helps identify inefficiencies and streamline operations, leading to the fastest time-to-value and proven ROI.