AutoRevo goes mobile with iPhone inventory management powered by Chrome Data's VIN decoding

With hundreds of dealer clients across North America, AutoRevo is firmly established as a premier provider of on-demand software for dealerships marketing and selling cars online. Their mantra is to help dealers get vehicles online as fast as possible, so when 3G networks enabled groundbreaking iPhone functionality, AutoRevo seized the opportunity to take the online listing process from days or weeks down to minutes by creating the AutoRevo Mobile iPhone application.

With AutoRevo Mobile, dealers can decode VIN information directly from an iPhone and then immediately publish a vehicle to their selling sites. Accurate and comprehensive VIN decoding is instrumental to driving complete descriptions for better online listings and quicker inventory turns. For this functionality, AutoRevo turned to Chrome Data's Automotive Description Service (ADS) and vehicle data.

"Chrome Data is the de facto market leader in VIN decoding and option mapping," says Chad Polk, AutoRevo co-founder and CEO. "They've put years into mapping their data and options, and given the monumental amount of data, they are incredibly accurate."

As a web service, ADS instantly returns the rich vehicle content AutoRevo demands with a minimum of development time. "Chrome Data's web service made it easy for us to get AutoRevo Mobile up and running fast," says Polk. "The development platform is clean and straightforward and the option mapping got us to market more quickly."

Chrome Data specializes in streamlining option mapping for the most comprehensive and accurate descriptions in record time. The key is the Chrome Style ID, a unique identifier for every vehicle style down to the trim level. When a VIN is entered into the AutoRevo system, ADS returns the Chrome Style ID and a unified options list for enhanced vehicle listings fast.

"Chrome Data provides the standard options, as well as providing additional options which we can map out," says Polk. "Now the consumer gets all the options that aren't typically listed on a website instead of just 15 to 20 standard ones. That is huge for the dealer and the consumer because the real story is what options are on the car."

AutoRevo is so pleased with the company's data and mapping that they require any new provider to

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be able to integrate and map to Chrome Data. "Data loss or degradation of inventory is not acceptable in our business," says Polk. "We take a lot of pride in our mapping, and we know that Chrome Data helps us alleviate a lot of data degradation… so it's critical that all our providers can integrate with Chrome Data."

With AutoRevo Mobile, dealers can carry their entire inventory in their pocket, and with complete and accurate VIN decoding powered by Chrome Data, they can feel confident that every vehicle they list carries the most complete description to attract more traffic and leads. "Chrome Data makes it easy for us to provide the enriched descriptions dealers and consumers demand," says Polk.