



Cox Automotive

Cox Automotive owns many global brands including Manheim, AutoTrader.com and Kelley Blue Book. Manheim conducts dealer-to-dealer car auctions, registering nearly seven million used vehicles annually, and facilitating transactions representing almost \$46 billion.



Business Challenge:

The company was challenged and its customers were frustrated with issues impacting critical simulcast auto auctions, which are at the core of the Manheim business. Auctions require network gear, switches and routers, microphones and high-definition cameras. Failure of any device affects the customer experience and the company's bottom line. The company needed better operational visibility into its on-premises and online auction platform so it could pinpoint, troubleshoot and prevent issues in real time.

Splunk Solution:

With the Splunk platform, Cox Automotive gained visibility into all of the devices involved in auctions, enabling the company to identify and resolve issues rapidly to minimize disruption to customers. Moreover, using advanced analytics and machine learning, staff can predict outages and can even monitor equipment degradation for proactive replacement.

Business Value Realized:

The Splunk platform has helped Cox Automotive reduce the number of auction incidents by 90 percent, improving simulcast reliability. Now customers have consistent access to the auction platform, positively impacting revenue.

To learn more about how customers are navigating the digital transformation, please visit: www.splunk.com/digital-transformation-customer-success

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