



YOUR MANAGED INTELLIGENCE PROVIDER

INDUSTRY CASE STUDY

AUTOMOTIVE

VIN DATA INTEGRATION

Saving **\$32K** a year with
bilingual VIN automation

\$32K

SAVED / YR

0

INVOICE ERRORS

**Real-
time**

DATA SYNC

<1 yr

TO FULL ROI

Saving **\$32K** a year with bilingual VIN automation

An automotive marketing company ran its field-to-billing process on paper forms and manual entry — in two languages. Simpatico built a bilingual app that validates every VIN and syncs straight to QuickBooks, eliminating invoice errors entirely.

CLIENT	SECTOR	ENGAGEMENT	ROI
Automotive marketing service company	Automotive	Bilingual app, VIN validation & QuickBooks integration	Within the first year

THE CHALLENGE

Paper in the field, errors in the billing

The company's crews handle "make ready" operations for auto dealerships — remote, fast-moving work documented on paper and keyed into a central billing system later. Matching invoices, confirming accuracy, and managing accounts receivable meant fighting disconnected tools and manual data entry every day.

Paper-based field data

01

Remote service transactions were captured on paper, then re-keyed into billing — slow, duplicative, and disconnected from the source.

Frequent invoice errors

02

Manual entry made it hard to match invoices to vehicles and confirm accuracy, driving billing disputes and rework.

A language barrier

03

Many field employees spoke only Spanish. Any new system without a bilingual interface would fail at adoption — the quiet killer of field tools.

No real-time visibility

04

Delayed reconciliation stretched accounts receivable and piled administrative workload onto the accounting team.

A bilingual app that captures data once, at the source

As their Managed Intelligence Provider, Simpatico built a custom browser-based application that captures critical field data and syncs it automatically with QuickBooks for accurate, efficient billing.

1

Discovery & design

Simpatico researched the existing procedure, pinpointed what was slowing it down, and designed a bilingual app around how field crews actually work — documents, photos, and multilingual communication included.

BILINGUAL BY DESIGN

2

Automated VIN validation

The app uses the NHTSA VIN Lookup API to automatically populate and verify vehicle details the moment a VIN is entered — error-free data capture at the source.

VERIFIED AT THE SOURCE

3

Real-time QuickBooks sync

Verified VIN and service data links to the correct customer in QuickBooks automatically, with real-time synchronization between every remote site and accounting.

FIELD → QUICKBOOKS, LIVE

4

Business alignment

The automation directly supported the goals that mattered: better billing accuracy, less administrative labor, and a shorter path from service to payment.

SERVICE → PAYMENT, FASTER

THE RESULT

Zero invoice errors, real-time billing

The new system replaced slow, paper-driven processes with a digital platform that validates and syncs data instantly — and the savings showed up in the first year.

\$32K

saved annually
reduced headcount costs

0

invoice errors
manual entry eliminated

Real-time

data capture
was paper & re-keying

<1 yr

to full ROI
with sustained savings

WHY IT WORKED

Built for the people using it

The technology was only half the win. Because many field employees spoke only Spanish, Simpatico built the interface bilingual from day one — so adoption was immediate instead of an uphill battle, and compliance improved along with it.

With every crew actually using the system, the numbers followed: **\$32,000 a year** in reduced headcount costs, faster billing, improved cash flow, and accounts receivable timelines that shrank significantly.

"A system only saves money if the field actually uses it."

- Reduced headcount costs **\$32K / yr**
- Manual-entry invoice errors **eliminated**
- AR timelines **significantly reduced**
- Spanish/English interface **full field adoption**

HOW WE HELPED

What a Managed Intelligence Provider does

Strategic Process Design

Reengineered the workflow for seamless, bilingual data capture and billing integration.

Automation & Scale

Automated VIN validation and QuickBooks syncing for accuracy and speed across dealerships.

Data-Driven Decisions

Real-time visibility into billing accuracy, AR timelines, and dealership performance.

Continuous Optimization

Ongoing enhancements as new dealerships and services are added.

Field data capture and billing automation, answered

Can you automate billing from field service data?

Yes. In this case study, an automotive marketing company replaced paper forms and manual entry with a custom browser-based app that captures service data in the field and syncs it to QuickBooks in real time. Invoice errors from manual entry were eliminated, accounts receivable timelines shrank significantly, and the company saved \$32,000 a year in reduced headcount costs.

What is the NHTSA VIN Lookup API used for?

The NHTSA VIN Lookup API decodes a Vehicle Identification Number into verified vehicle details — make, model, year, and specifications. In this build, entering a VIN automatically populated and validated the vehicle information at the point of capture, so billing was always tied to verified data instead of hand-typed entries that invite errors.

Do bilingual apps improve field adoption?

Dramatically. Many of this company's field employees spoke only Spanish, so any English-only tool would have stalled at rollout. Building a Spanish/English interface from day one meant every crew could use the system immediately — adoption and compliance improved, and full adoption is what turned the technology into actual savings.

Can a custom app integrate with QuickBooks?

Yes — and without replacing QuickBooks. Simpatico linked verified VIN and service data to the correct customer in QuickBooks automatically, with real-time synchronization between remote field sites and accounting. The company kept the accounting system it already knew and gained accurate, automated billing on top of it.

What is a Managed Intelligence Provider (MIP)?

A Managed Intelligence Provider goes beyond traditional IT support to design intelligent, automated workflows aligned with business goals. As this company's MIP, Simpatico reengineered the field-to-billing process, built and integrated the bilingual application, and continues delivering enhancements as new dealerships and services are added.

LET'S TALK

Still running part of your business on paper forms?

If field data, manual entry, or language barriers are slowing your billing down, there's a smarter workflow waiting. Let's design it — and put measurable savings on your bottom line.

Schedule a Strategy Session



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