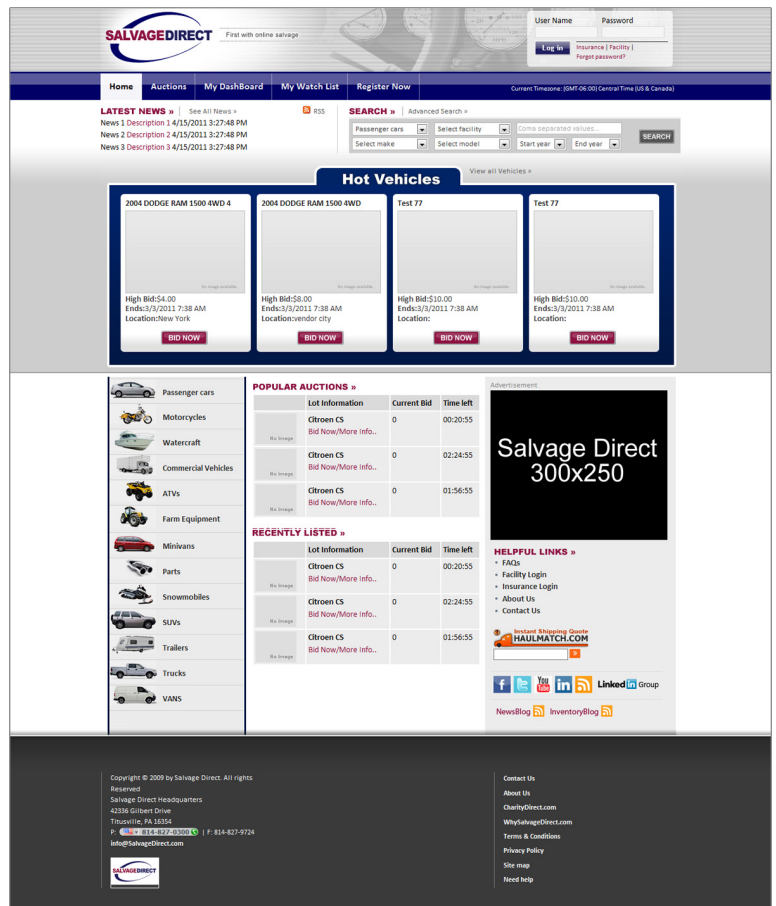


Client Description

Salvage Direct is a salvage automobile auction site that enables registered and verified users to bid and sell salvaged vehicles. It is located in the USA and is a leader in the salvage market.

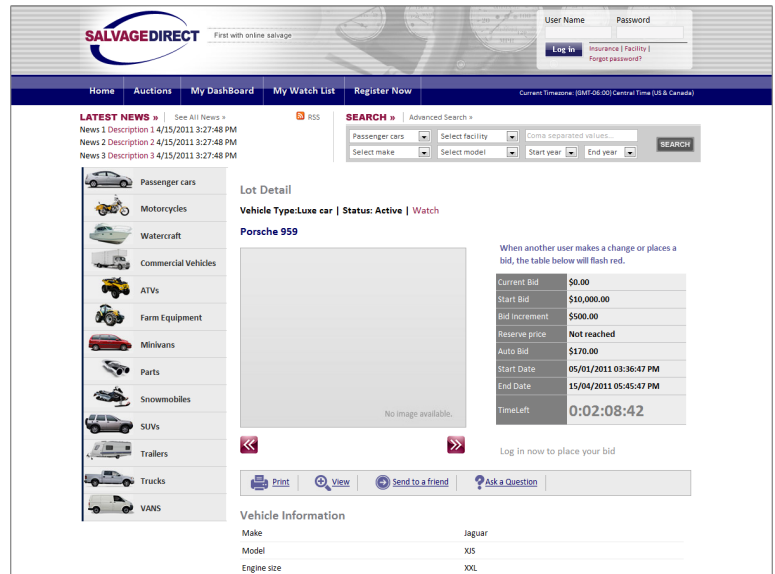
Part of its success rests on being completely automated, enabling updated and secure information combined with an easy bidding process. The company is extremely diversified and deals with cars, trucks, as well as commercial and industrial inventory. This also includes natural disaster vehicles and boats. Salvage Direct’s sister site, crushedtoys.com, deals with salvaged powersports, exotic and unique inventory, as well as motorcycles.



Salvage Direct is a highly organized business, working with leading insurance companies, salvage lots, transport companies, as well as buyers and sellers. They sell, process, and move thousands of vehicles each month, and have worked with clients from 61 countries. Seamless operation is required in order to abide to differing state and country regulations. The site is also offered in both Spanish and English.

Project Description

Red2 was contacted to develop a highly sustainable forward auction platform that had easy to use interface, while being highly customizable. As Salvage Direct’s current platform was out-dated and non-sustainable, Red2 had developed the software from the ground up. The main platform had to support the two auction brand sites, Salvage Direct and Crashed Toys. The site had to incorporate secure transactions, custom



work-flow such as email alerts, multi-state regulations, document management, as well as specific search options. The whole system had to be designed to enable the quickest sell between buyer and seller. In addition, to enable the ease of use for current users and Salvage Direct, the new technology had to integrate into the existing IT platform.

Because of the heavy traffic, scaling-type hosting was used to divert traffic at peak times such as at a closing of the auction, guaranteeing smooth operations. All this and more was incorporated into an easy to use and sophisticated user interface.

Benefits

- Build to integrate with current IT system
- Able to function with multiple brand sites
- Sustainable active system
- Build to change and improve with technology upgrades
- Utilizes Cloud Hosting to direct traffic at peak times
- Customizable work flow
- Administration is separate from platform, enabling stable customization