



VINCUE Announces New Enterprise Tools & Features for Dealer Groups

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Ahead of the 2022 NADA Convention & Expo, VINCUE has announced new enterprise-grade features, tools, and permissions to better support large dealer groups with multi-level approvals and fixed and variable ops.

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Kansas City, Missouri. Monday, February 21, 2022: [DealerCue Automotive Corp. \("VINCUE"\)](#), the maker of VINCUE unified inventory lifecycle solutions, announced today the release of several new tools, features, and permissions designed to help dealer groups better manage their VINCUE systems from an enterprise view. The new dealer group features are intended to simplify support, administration, and use of VINCUE, while also creating transparency and measuring success across multiple stores and lots.

"Each dealer group works just a little differently," says Chris Hoke, Founder and Chief Executive Officer of VINCUE, "so we've been hyper-focused on creating tools, permissions, and workflows that can accommodate those variations while also providing structure."

Hoke says that the foundation of these new features is based on permissions, being able to turn on and off certain functions at a user level. "Depending on the structure, roles, and responsibilities within each group and each rooftop, we can now customize user experiences and permissions at the individual level." For example, groups can now choose to allow which individuals can use the VINCUE mobile app to scan VINs or driver's licenses, browse inventory data, and perform assessments, and create appraisals.

The ability to customize features and permissions at a user level is also being used to accommodate workflows where individual requests or actions can be reviewed and then approved or rejected before anything actually changes in the system. "We can now create a situation where appraisals on private-party listings or trades at an individual store level have to be reviewed and approved by the group," says Hoke, "that stops your stores from competing with each other on acquisition, that's true enterprise-level oversight and quality assurance."

Enterprise dashboards have also been added, allowing dealer groups to view, manage, and measure inventory across multiple lots all in one place. "Imagine being able to know that one of your lots is really outperforming another in minivans, but not in sedans," explains Hoke, "now you can see all the inventory across all dealers in one place and start making adjustments." He says that for most dealer groups not

using VINCUE, this would require them to log into multiple systems with multiple logins, making true inventory performance management energy prohibitive.

These features are available now to all new and existing VINCUE customers. Hoke says that if you represent a dealer group and you want to start taking advantage of them, all you have to do is talk to your VINCUE Performance Manager. "We're excited to fulfill some of these requirements that our current dealer groups have been asking for, and we're confident that we're offering the right combination of solutions to attract new dealer groups to VINCUE," says Hoke.

This announcement comes in a series of company announcements, new partnerships, and product enhancements from VINCUE, which announced a record year in 2021, more than doubling in employees, revenue, and dealership rooftops. VINCUE, the only software provider to offer unified inventory lifecycle solutions within a single system, plans to continue that growth in 2022 through additional partnerships, industry thought leadership, and investment in product features and capabilities.

[VINCUE will be exhibiting at the 2022 NADA Convention & Exhibition, at Booth 5049W in the Main Hall,](#)

where you can pre-schedule or walk-in for a meeting or product demonstration with the VINCUE team. During the exhibition, VINCUE will also be welcoming speakers from other partners and featuring its own leaders through a series of mini-breakout sessions.

VINCUE is a privately held company located in Kansas City, Missouri. Its founder and Chief Executive Officer is Chris Hoke, a long-time automotive technology veteran and former software engineering leader at VIN Solutions. The company was founded in 2016 and employs over 50 full-time team members, including sales, marketing, performance management, onboarding, and dealer support. For more information or to contact VINCUE, please visit <https://www.vincue.com>.