



I B Solutions

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KEY MANAGEMENT, 12/07/2009

iB Management Solutions, a provider of key management systems for automotive dealerships, has won a major contract to supply a fully networked key management system covering Essex Auto Group's entire site at Dunton Ford Link, Basildon in Essex.

The 520 key system provides secure key management to more than £5m of assets at this new dealership and offices.

iB has just completed installation of its eTag key management system covering the workshop (160 keys); new car sales (110); and used car showroom (250). The dealership provides new car sales, new commercial sales, full workshop facilities for passenger cars and commercial vehicles and a dedicated used car building with over 200 cars on display.

The year-old site also serves as the primary base for the Essex Auto Group's senior executives and has offices which are built to the highest specification. It is also the largest site in the group and is based just outside Ford's operations at Dunton Engineering Centre.

iB's eTag software and three electronic key cabinets have been deployed strategically around the site. Access to the cabinets is controlled by biometric readers which validate the fingerprints of individuals before providing access to car keys. The system tracks movement of keys between cabinets as vehicles are moved between various parts of the site. The whole system is being integrated with EAG's proprietary Dealer Management System (DMS).

A 19-day system pilot proved successful, generating on average 4,525 transactions (key movements) per week. A total of 79 users have been authorised to use the key management system and the number of unique PCs being used to view and manage the system is up to 43.

Paul Smith, managing director, iB Management Solutions, said: "I am very pleased with the 100 per cent adoption of the system by sales and after-sales staff. The usage figures suggest enthusiastic acceptance which will increase further now the system has gone live."

Mark Reilly, finance director, Essex Auto Group, added: "The smooth installation by iB and rapid take-up by our staff following their user training suggests that we will get very quick return on our investment here. Every five minutes that a salesman can save not hunting for keys but serving customers, creates opportunities for more sales and higher quality servicing. There are other spin-off benefits – for example we are developing a customer-facing screen showing specific vehicles we have prioritised for sale. By integrating this with iB's eTag key management system we will be able to show the customer exactly where the promoted vehicle is parked if they want to go and have a look. Effectively the system becomes a virtual sales assistant for us."

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