IAG Technology Presentations

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Summary

The IAG vendor meeting, attended by Jason Cotton, Matthew Knops, Brian Hockett, Domenic Thomas, and others, featured Auction Edge's presentation on their AMS platforms (Edge AOS, Edge ASI, and the new Edge Spark), integrated solutions (Pipeline, Simocast, CR Simplified, Lookout), and commitment to security and compliance (Amazon AWS, MFA, SOC 2). Auction Edge highlighted their modernization strategy focusing on integrating AOS and ASI features into Edge Spark and expanding Pipeline's functionality. No specific next steps were identified beyond encouraging attendees to explore Auction Edge's products at auctionedge.com.

Details

- **Meeting Introduction and Attendee Introductions:** The meeting began with introductions of attendees, including Jason Cotton, Matthew Knops, Domenic Thomas, and others. They discussed their backgrounds in the automotive auction industry ([00:23:36](#)). Several attendees shared personal anecdotes about their experiences at Arena Auto Auction in Bowling Brook ([00:24:23](#)).

- **Independent Auction Group (IAG) Vendor Meeting:** Jason Cotton welcomed attendees to the first IAG vendor meeting, highlighting Dave Blake and Domenic Thomas's roles in organizing the group ([00:29:29](#)). They emphasized the meeting's purpose: to provide transparent presentations from vendors, not sales pitches ([00:30:46](#)). The recordings would be uploaded to the IAG website for future reference ([00:29:29](#)).

- **Auction Edge Presentation:** Matthew Knops and Brian Hockett presented Auction Edge's products and services. They stressed that the presentation wasn't a sales pitch and encouraged attendees to contact them at auctionedge.com (00:31:45). They covered their Auction Management Systems (AMS), Edge AOS and Edge ASI, highlighting key differences between them (00:41:39). They also discussed their cloud-based solutions, integrations with industry leaders, and their commitment to customer satisfaction (00:34:41) (00:40:40).

- **Auction Edge Product Overview:** The presentation detailed Edge's AMS platforms (Edge AOS and Edge ASI), emphasizing their features and target audiences (00:45:57). They showcased Edge Spark, a modernized interface with customizable reporting and dashboards (00:48:20). Other products like Pipeline (an online marketplace), Simocast (online auction streaming), CR Simplified (condition report software), and Lookout (custom website builder) were also explained (00:50:28).

- **Auction Edge Modernization Strategy and Future Plans:** Matthew Knops and Brian Hockett discussed their modernization strategy, focusing on integrating AOS and ASI features into Edge Spark as their future AMS platform. They also planned improvements to Pipeline, aiming to create a comprehensive online marketplace with integrated payment and service options (01:03:01) (01:20:33). The team also highlighted ongoing development of automated tasks and workflows within their systems, particularly in CR Simplified (01:09:50).

- **Security and Compliance:** Auction Edge emphasized their commitment to security, using Amazon AWS cloud services with encryption and a dedicated infrastructure team to maintain data safety and privacy (01:06:17). They highlighted their use of multi-factor authentication (MFA) and biometric security measures, especially for buyer tools (01:07:21). They also addressed compliance with regulations like SOC 2 (01:06:17) (01:09:50).

- **Pipeline Market Report (PMR):** They discussed PMR, a pricing report that provides more accurate valuations for independent auction vehicles compared to MMR (01:12:29). They indicated that PMR is gaining traction among their customers and is integrated with Carbi and Autonique apps (01:13:47).

- **Product Roadmap and API:** The presenters discussed their product roadmaps and the company's plans to improve API integration to enable more flexible and efficient connections with other tech companies (01:16:37). They highlighted a move towards cloud-based solutions to enhance agility and speed of integration

([01:17:34](#)). The team intends to improve Pipeline's functionality to offer more self-service options for dealers ([01:21:31](#)).

- **Mobile Application Development** The team briefly discussed developing a mobile application. While a use case for mobile notifications exists, it is not currently a priority ([01:22:50](#)).

- **Meeting Conclusion and Appreciation** Jason Cotton concluded the meeting, thanking Matthew Knops and Brian Hockett for their presentation. They expressed their appreciation for their contributions to the Independent Auction Group's success and relevance in the marketplace. Matthew Knops and Brian Hockett reciprocated the thanks and invited attendees to learn more about their products and services ([01:23:58](#)).

Suggested next steps

Brian Hockett and Matthew Knops will provide the Independent Auction Group with a product roadmap.

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