

From Manual Friction to Automated Scale

Auto IT Transforms Dealership Workflows with Intelligent OCR

Auto IT, a global leader in dealer management software (DMS) for automotive and equipment dealerships, with a deep footprint across New Zealand, Australia, and Southeast Asia, recognised that this manual bottleneck was preventing its clients from achieving true operational efficiency. By embedding Xtracta's intelligent data extraction technology into their platform, Auto IT has moved from a complex, one-off implementation model to a scalable "white-label" engine that is now driving rapid growth across the automotive, agricultural, trucking, and construction equipment sectors.

From small independent retailers to major groups processing more than 9,000 creditor invoices a month, the burden of manual data entry has historically been a costly drain on resources and a primary source of operational risk for dealerships.

The High Cost of "Eyes-On" Accounting and Manual Entry

Before the introduction of automation, the accounts payable (AP) workflow within a typical dealership was a labour-intensive labyrinth. Every month, staff dealt with a deluge of invoices from thousands of different suppliers, each arriving in a different format.

As Jess de Bruyn, Customer Growth Manager at Auto IT, explains, an AP clerk's day was consumed by a manual verification cycle: they had to identify who ordered the part or service—whether it was the sales, service, or parts manager—and then track down a purchase order to marry the invoice to the work completed.

This "eyes-on" approach was not only slow but also carried immense financial risk. "Fraudulent invoices are a huge factor at the moment," de Bruyn notes, highlighting that manual checks of tax authority numbers and creditor bank details are often skipped because clerks assume the documents are genuine in an effort to keep up with the volume.

This environment made it nearly impossible for dealerships to accurately control cash flow or manage the approval process with any degree of agility. Early attempts to solve this with other partners resulted in further frustration; one previous supplier relied on a non-automated process that could leave clients waiting up to 48 hours for an invoice to drop into their system if an issue arose outside of business hours.

Architecting a Seamless, Automation Engine

Auto IT's strategic response was to develop Enable-AP, a dedicated workflow platform designed to host a sophisticated OCR (Optical Character Recognition) engine. Rather than building a data extraction tool from scratch—which would have diverted resources from their core DMS functionality—Auto IT chose to partner with Xtracta. This partnership enabled Auto IT to adopt an ISV (Independent Software Vendor) embed model, effectively “white-labelling” the technology so that it appeared to the end user as a native feature of the Auto IT suite.

The integration focused on removing the technical hurdles that had plagued previous automation attempts. One of the standout features of the Xtracta-powered solution is its “fully automated” nature and its machine-learning capabilities. When the system encounters an unfamiliar invoice format, the user can map the essential fields, such as the invoice number, purchase order, or invoice total, using a small number of sample documents.

From that point forward, the system remembers the format, providing a “plug-and-play” experience for all subsequent transactions. “The mapping process is really easy for the OCR system to learn,” says de Bruyn, ensuring that even the most complex dealership groups with 10 or 15 branches can customise the workflow to fit their specific internal structures.



“Having a partner like Xtracta that is agile and adaptable is essential to maintaining high levels of customer satisfaction and driving the next phase of the company’s global expansion.”

Jess de Bruyn
Customer Growth Manager

Driving Growth and Operational Clarity

The transition from a manual, complex implementation to a repeatable, fine-tunable model has had a profound impact on Auto IT's ability to scale. While the initial setup for early adopters required heavy technical lifting, the current model has paved the way for a growth trajectory of two to three new customers per month. The agile nature of the partnership bolsters this scalability; when high-volume clients reach their document limits during critical month-end processing, the Xtracta team can respond rapidly to prevent a loss of momentum.

The feedback from the dealership network has been transformative. According to de Bruyn, the results have been "almost life-altering" for many clients. By eliminating the need for manual data entry into the DMS, dealerships have regained "so much more control" over their financial posting and matching processes.

Furthermore, the Auto IT and Xtracta solution ensures that all extracted documents are stored in the client's own storage for easy retrieval and audit.

- **Significant Efficiency Gains**

Dealerships have moved from manual, error-prone entry to an automated system that easily handles 9,000+ invoices monthly, freeing up staff for higher-value, strategic tasks.

- **Reduced Financial Exposure**

Automated verification of supplier identifiers and bank details provides a critical defence against fraud, while the system's real-time nature enables better cash flow management.

- **Rapid, Repeatable Deployment**

The shift to a templated ISV model has enabled Auto IT to scale the solution across New Zealand and Australia with minimal manual intervention.

- **Seamless User Experience**

Because the technology is white-labelled, customers experience a single, unified platform that maintains the integrity of the Auto IT brand while delivering world-class OCR functionality.

- **Enhanced Data Sovereignty**

Clients maintain full ownership and easy retrieval of their own documents, a key differentiator in the competitive DMS market.

Ultimately, the partnership with Xtracta has enabled Auto IT to fulfil its mission of creating greater value for its dealers. By providing a solution that "minimises financial risk" and "saves them time and money," Auto IT has solidified its position as a strategic partner that understands the modern pressures of the automotive trade.