



ADP Third-Party Access Program

ADP's Third-Party Access Creates Optimal Real-Time Parts Tracking & Routing for EXTRA

"Our client base in automotive grew by 284% within a year after joining the Third-Party Access Program."

Jim Ward
President and CEO
Elite EXTRA

Elite EXTRA began in 2008 as a real-time tracking and routing application for industries that rely on timely and accurate deliveries of products. Recognizing the market need for their services in automotive parts delivery, EXTRA decided to enter the automotive market in 2010.

EXTRA wanted to build a custom application, uniquely tailored for automotive parts delivery. With no other competitors providing real-time tracking and routing services, EXTRA recognized the opportunity was a good one. But with no background in the automotive sector, the question was: Where do we start?

President and CEO Jim Ward had 20 years of experience, none of it working with automotive dealers. He reached out to ADP's Third-Party Access Program to get advice on how to best provide his services to ADP dealers.

"ADP walked me through the third-party program, how it offers vendors the most advanced level of integration and security for ADP dealers, and it made complete sense to me that this was the direction we should take", says Jim Ward. The partnership instantly opened up opportunities with ADP dealers as potential customers.

Today, the EXTRA product, integrated with the ADP DMS, creates optimal routes on a web-based interactive map, increasing productivity for dispatchers and drivers, while reducing vehicle and fuel expenses. EXTRA currently tracks 1,500 drivers in real-time, including nearly 100 ADP dealerships.

"Before we partnered with ADP, dealership customers waited for their vehicles to be finished while parts employees entered delivery information twice. This slowed down the technicians and increased the overall customer wait-time," says Ward.

Now, Ward says integration between ADP and EXTRA gives parts employees more face-time and technicians more car-time.

"In addition to the added security and support, the biggest benefit of being in the Third Party Access Program is eliminating the hassle of double data entry for our dealers. Our solution now flows seamlessly with the ADP DMS."

Ward says, "We built our credibility in the automotive market based on the foundation of knowledge that ADP operates on. As anybody in automotive knows, without credibility, you'll never build your business. Leveraging ADP's decades of experience was a big plus to help us ramp up quickly."

According to Ward, EXTRA is especially attractive to large parts wholesalers, particularly due to the real-time integration. "For every dealer, time is money, and even more so for large wholesale dealers. With the enhancements ADP integration gives our application, more time is now spent devoted to selling and providing better customer service.

As an approved vendor, EXTRA works with ADP's Drive and w.e.b.Suite applications, and integrates with ADP's Delivery Management solution.

He concludes: "There's still a lot of cool stuff to be done and I'm looking forward to future opportunities as an ADP Third-Party Approved Vendor."