

## About Auction.com

Founded in 2007, Auction.com is the nation's leading online real estate marketplace, having sold more than \$30 billion in residential and commercial assets. Attracting buyers from more than 100 countries worldwide, the company serves a wide variety of real estate customers – from major financial institutions and institutional investors to individual consumers and real estate professionals. Auction.com's mission is to provide the most trusted online real estate marketplace, making transactions easier and more transparent.

Bringing buyers and sellers together on an easy-to-use and transparent platform that leverages the competitive bidding process provides an expedited timeframe for sales while yielding the true market value of any real estate asset, whether it be a luxury home, a multi-story Class A office building, an entry-level foreclosed home, or a self-storage facility. All of this is done in collaboration with buyers' and sellers' agents to ensure that everyone gets the information they need for a satisfying experience and optimal outcome.

With more than 900 employees, Auction.com is headquartered in Irvine and Silicon Valley, California and has offices in Austin and Plano, Texas, Miami, New York, Atlanta and Denver.

## Use Case Scenario

Since 2012, Auction.com has conducted more than 12,000 live residential auctions, at courthouses across more than 200 counties in 18 states. Auction.com staff must be physically present to facilitate and manage the public sale. With so many staff members working in the field, Auction.com strives to:

- Provide one source for the content the residential live auction workforce needs
- Ensure that each staff member is working with accurate, up-to-date information
- Reduce or eliminate version control and message consistency issues
- Offer an easier way for field workers to collaborate with the home office
- Improve overall effectiveness of the residential live auction workforce while creating accountability in the field



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**COMPANY:** Auction.com

**VERTICAL:** Real Estate

**HEADQUARTERS:** Irvine and Silicon Valley, CA

**REVENUE:** \$30 Billion

**EMPLOYEES:** More than 900

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*Auction.com, the Nation's  
Leading Online Real Estate  
Marketplace, Realizes  
Demonstrative Savings by  
Using bigtincan hub to Improve  
Operational Efficiencies*

## Auction.com's Business Challenge

With so many workers in so many disparate locations at any given time, Auction.com needed a way to:

- Regularly deliver unified, up-to-date messaging and content to its far-flung workforce
- Validate who was responsible for which content
- Enable feedback on shared content

## Auction.com's Solution: the bigtincan hub

To meet these needs, Auction.com implemented the bigtincan hub, the world's leading mobile-first content enablement platform that puts content in context, delivering the right content to the right user based on role, time, location, association and/or event - with all the automation and tools needed to engage with content in one integrated, intuitive platform. The organization selected the hub because of its robust mobile content enablement capabilities, including a well-organized layout and an easy-to-use, intuitive interface. Going beyond a simple document repository, the hub provides access to the most up-to-date policies and procedures, enables operational managers to engage with the auction staff in the field in real time, and helps those in the field feel more connected to the corporate office. After a successful pilot program delivered a 94 percent user adoption rate, Auction.com rolled it out to the entire residential live auction organization.

"With the bigtincan hub, not only are we assured that all of our employees are following the most up-to-date auction policies and mprocedures regardless of their location, but we are also able to easily update content in real time to reflect the constantly changing rules and regulations we must abide by," said Robert Bauer, process engineer, Auction.com. "bigtincan is an exceptional partner that has really gotten to know us and our needs since day one and has helped us to improve administrative efficiencies while increasing the quality of our communications."

Today, all details related to Auction.com's live residential auctions reside in the bigtincan hub, which includes a user interface fully customized for the organization. At any time, and from any location, employees now can securely and easily access, interact with, comment on and share all the necessary content to run an auction, from rules and regulations to up-to-date procedure detail and forms and post-auction reporting.

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Staff can easily add real-time pictures and feedback to the hub from courthouse and resident site visits as well as live auctions. The hub enables content managers and users to feel secure about the operational information they're receiving, answer any questions as they arise and obtain feedback. The powerful search engine within the bigtincan hub makes it extremely easy to quickly find information wherever the user is. The bigtincan hub also meets Auction.com's stringent security and compliance needs, including the ability for managers to follow the audit trail of who has accessed what content when.

Since implementing bigtincan's mobile content enablement platform in 2013, Auction.com has experienced an 85 percent employee adoption rate and a 20 percent drop in escalations to date, with an overall reduction in email traffic to operations managers of 30 percent. As a result, Auction.com has realized measurable financial savings in the areas of escalation, training, clarity of message and content management.

