



## How the UK's largest automotive marketplace achieved their digital transformation goals with Apple technology



Auto Trader is the UK's number one automotive marketplace, using its nationwide reach to support the British public in the buying and selling of new and used cars. Auto Trader made its name on the shelves of Britain's supermarkets in magazine format, solidifying the company's place in the public eye. The final print edition of Auto Trader was published in 2013 and since that time, the business has seen a drastic shift in not only the way it presents itself to consumers, but within its offices across the country as well.

Working with Sync, Auto Trader has integrated a range of Apple devices into their workflows, with MacBook Pro being the most prominent device on show throughout their offices. We spoke to Infrastructure Engineer, Lee Skade, and Technology Experience Partner, Holly Redman, about how the move from paper-based legacy systems to the latest digital solutions for businesses has motivated them to adopt Apple devices, company-wide, into their workflows.

### User Experience

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Tech has always been part of the way Auto Trader works, but Holly Redman notes that the ways in which it was used was not always conducive to a productive workplace. Holly states that the IT team's approach to office tech was "reactive" as they spent more time responding to tech issues above anything else.

This is no longer the case. Problems with tech can result in more than frustration for staff; a decrease in productivity and a loss of time that could be better spent elsewhere are just some of the consequences of investing in the wrong devices. Realising this, Auto Trader altered their digital strategy with one goal in mind: user experience.

CASE STUDY

# Auto Trader sync

Since making the decision to switch to Mac, Auto Trader has seen a complete shift in the way their teams approach IT. The introduction of Mac has encouraged a more flexible and accessible way of working - whether staff choose to work from home or the office.



Tech's not an afterthought anymore. Our people are driving what they want out of tech.

Holly Redman,  
Technology Experience Partner

## Employee Choice

Despite the fact that Auto Trader is a household name across the UK, a key factor of consideration for the company is attracting new staff and ensuring that current teams are happy in their roles. Lee says, "being in an area where it's so competitive, we do whatever we can to try to attract and retain talent." Technology is a large part of their method for addressing this issue.

Working towards an Employee Choice model means Auto Trader aims to allow staff their choice of work device upon starting.

Lee maintains that allowing staff their choice of device results in teams feeling more valued and comfortable in their roles, and with Apple devices being common in households across the country, the majority of staff find them easy and intuitive to use during the workday. Auto Trader has subsequently seen an increase in MacBook Air devices across all departments, even those who might otherwise have been allocated different devices in the past.

Lee and Holly go on to say that Auto Trader's Employee Choice model is made all the easier when taking the total cost of ownership of Apple devices into account. While Apple devices are considered a luxury, it is not always the case that they need to be more expensive than other devices on the market. Apple devices have a high residual value, meaning they retain their value throughout their lifecycle. This could result in potential cost savings when it comes time to renew.



There's nothing better than opening a brand new Apple device. We wanted people to experience that.

Lee Skade,  
Infrastructure Engineer



CASE STUDY

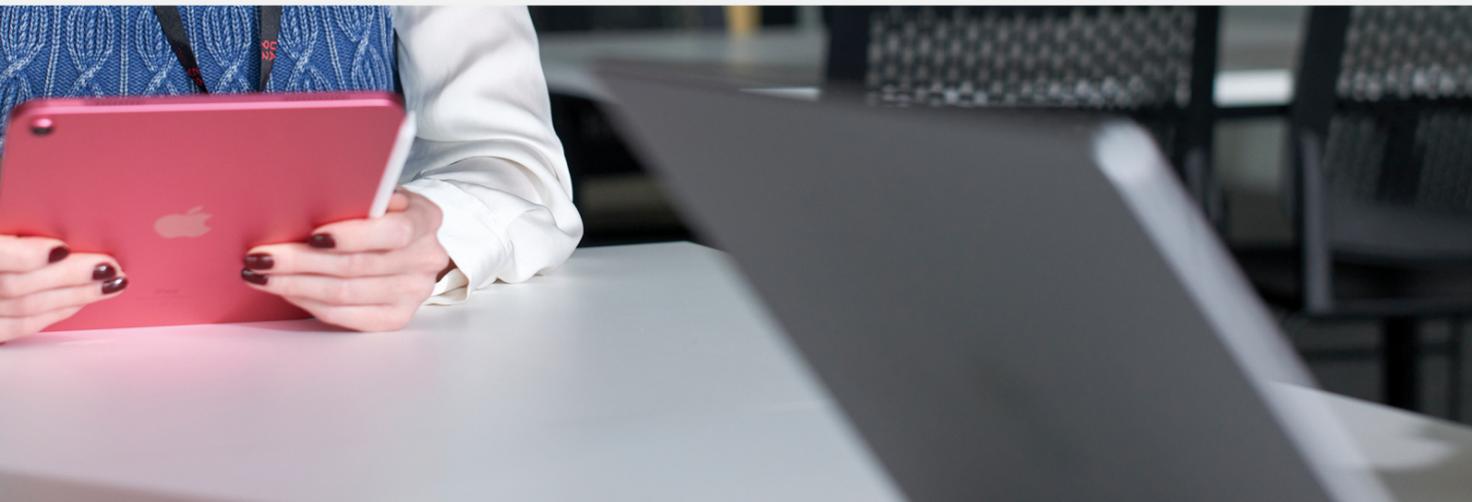
# Auto Trader sync

## Sustainability

Auto Trader renews the devices of all staff on a three-year basis so that every member of the team has access to the most up-to-date tech. Instead of disposing of their old devices, the company donates all of its old tech to charity.

Responsibly redistributing devices helps Auto Trader achieve and maintain their sustainability goals.

“We know that old device is going to be reused - maybe by someone else who might not otherwise have access,” says Lee. By donating older devices, Auto Trader is ensuring that others get the chance to develop their own digital skills while simultaneously guaranteeing that every device is responsibly redistributed.



Auto Trader's commitment to sustainability is not limited to the responsible renewal of its devices. When the company's internal IT team conducted a survey of the environmental impact of devices within their offices, MacBook Air came out on top as the most environmentally sustainable device used in their workflows. In this way, not only does MacBook Air fit into Auto Trader's way of working, it also aligns perfectly with their company goals and targets.

## Working with Sync

Working alongside Sync, Auto Trader has transformed the way they work. From moving from a print-based organisation to taking their place at the head of the automotive industry, Apple technology has played an essential role in the digital transformation seen by the company. Sync has been supporting businesses across the UK with the adoption and integration of Apple technology for over thirty years and counting.

The partnership between Sync and Auto Trader goes beyond tech procurement; from zero-touch deployment, to connecting devices to their chosen Mobile Device Management System, and even offering Continued Professional Development for the team, Sync has supported Auto Trader every step of the way throughout their digital journey.

## Total Economic Impact

The devices you choose to utilise within your organisation are just one key aspect to consider when scaling your business, but the impact of this decision can have long-term effects for the good. From cost savings to an increase in productivity, and optimised workflows, Mac can support your business in more ways than one.

**By choosing Mac, your business can benefit from the best possible outcomes, including positive financial and company culture impacts.**



Discover the Total Economic Impact of Mac in Business today  
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