



Auction Management

Disruptive Advantage

www.disruptive-advantage.com



Enhance Your Auction Operations

With our omnichannel commerce platform, we offer a fully connected auction experience that merges all your back office, onsite and online operations. Offering a problem-free, consistent form of engagement to give your customers the choice to bid when, how and from where they want, regardless of what device they are using. Staff can smoothly transition between the necessary tasks of your organization's day to day functions, such as orchestrating auctions, fulfilling valuations, receiving payments, and viewing sales and supply chain functions like warehousing and shipping.

FEATURES AT A GLANCE

- Enhance the customer experience by utilizing more convenient fulfilment tools.
- Have an up to date and accurate breakdown of your products or items, as well as the ability to track items and see their valuation, description, or other identifying information.
- Take advantage of the integration built into the Dynamic 365 to enhance back office operations by leveraging available supply chain features.
- Making everything available in a variety of languages to make it easy for you to target different language, national and ethnic groups.
- Meet the needs of an international marketplace by accessing and controlling features that can be executed as needed onsite, or through various other channels for specific customers.

The image displays the Middleton's auction platform interface across three devices: a desktop monitor, a tablet, and a smartphone.

Desktop Monitor: The main homepage features the Middleton's logo and navigation links (Auctions, Buy Now, Sell, Services, Log in, Sign up). A large banner reads "WELCOME TO MIDDLETON'S FIND THE BEST FINE ART & ANTIQUES AUCTIONS" with a "BID NOW" button. Below the banner, there are three featured auction categories: "HERITAGE: PRINTS & MULTIPLES", "AISAN ART WEEK", and "EHC FINE ART: ESSENTIALED".

Tablet (Left): Shows a detailed view of a specific lot: "Lot 1234 CHARLIE DYE (1906-1972) RODEO". It includes an image of a rodeo scene, an estimate of USD 2000 - 4000, and a current bid of USD 350. A "PLACE YOUR BID" button is visible.

Tablet (Right): Shows a bidding interface for "Lot #1392 - Bowen Estate Shiraz 2013". It displays a list of items with their descriptions and reserve prices. The current bid is \$150.00. Bid increments are shown as 5.00, 10.00, 25.00, 50.00, 75.00, and 100.00. A "Crowd Bids" section shows a bid of \$200.00. A numeric keypad and "Complete auction" button are also visible.

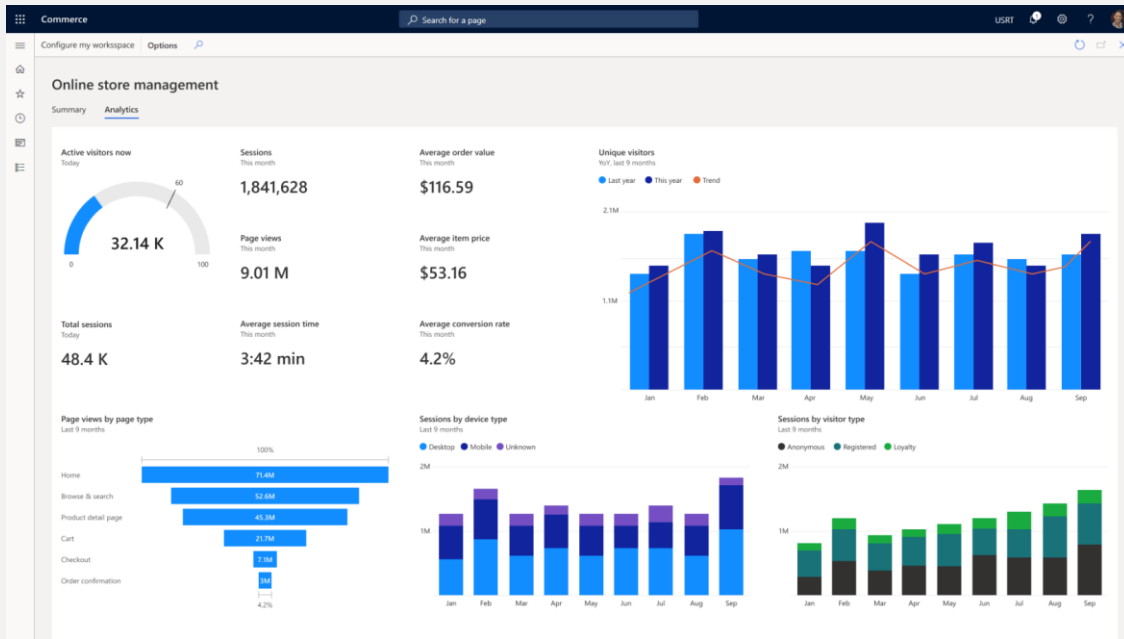
OUR PLATFORM ENABLES YOU TO:

- Create a more streamlined and efficient management of auctions across channels through an integrated commerce and marketing platform that enables you to view stock, assets and content all from the same place.
- Engage better with your bidders by offering fully interactive and responsive, bespoke and attractive mobile and web experiences.
- Improve your customer interactions by using automated emailing systems that contact customers to inform them on their bids, such as their winning or losing status.
- Tailor your Auction Management Solution to your organization's scalability needs. Have the option to modify your solution with an extendible platform that can grow with your organization.
- Auction to Direct Sales functionality that enables you to move your assets from your auctions into a direct sales channel where you can manage your inventory better and increase sales.
- Improve overall operational efficiency and effectiveness.
- Ensure your data is safe and secure with collaborative security management across all channels, through your comprehensive coverage and singular platform.

Streamline your Auction Operations with Dynamics 365

We have taken the tried-and-tested platform of Microsoft Dynamics 365 as the foundation for our auction management solution, utilizing its powerful commerce capabilities. Tailored to the needs of auction houses, providing modern, flexible, and intelligent features to suit their specific requirements. As a complete Bidding Platform for both timed online auctions and live auctions, it offers everything an auction house needs in a powerful omnichannel solution.





Build Loyalty in Your Brand and Exceed Your Customer Expectations

Personalise the experiences of your customers across your sales channels and offer watchlists, absentee bidding and lot selections. Have a full 360-degree view of your auction customers by utilizing the Dynamics 365 Customer Insights functionality. Analyse the results from digital and physical auctions gathered into one single space where you can assess behavioural and observational data along with all transactions.

PERSONALISED EXPERIENCES

Create intelligent and attractive digital auctions featuring development tools that are easy to use and integrated web authoring. Giving a personalized experience for your customer across channels through customized suggestions on available lots, automatic bidding, and lot list creation

CUSTOMER INSIGHTS

Get access to better customer data and analysis through Dynamic 365 Customer Insights. Combining information from related data pools, to see all customer interactions through all channels in a single glance.

DATA ANALYSIS

Get access to better customer data and analysis through Dynamic 365 Customer Insights. Combining information from related data pools, you may be able to see all customer interactions through all channels in a single glance.

Customer data from both online and offline interactions can be combined and analyzed.

Simplify processes, increase efficiency and streamline your business.

Ask a question via email: info@disruptive-advantage.com

Learn more: www.disruptive-advantage.com

<https://appsource.microsoft.com/en-us/product/dynamics-365-for-finance-and-operations/dia.auctionmanagement>

