

## **Mobile Dealer Data's (MDD) Intelligent Enterprise Technology Initiates a Physical Asset Management Transformation**

*MDD's proprietary Bluetooth technology finds keys and cars in a second and accurately collects, stores and analyzes data to optimize enterprise efficiency and profitability.*

Minneapolis, Minn. ([PRWEB](#)) June 02, 2016 -- [Mobile Dealer Data](#) (MDD) has achieved a new milestone in the development of real time and time stamped asset tracking including asset location, asset movement, human asset interaction, automated asset alerts, asset prediction and other asset quantification as needed.

MDD's system is built to accurately collect, store and analyze data. According to a Kinsey report from June 2015, only 1% of data is currently used for business optimization. This illustrates the potential impact of MDD's digital technologies on business across industries, as it provides the insights and tools required for optimal efficiency and profitability.

MDD's initial market is automotive with a product called: 'We Find Keys & Cars™.' Colin McElhatton, founder and CEO of MDD, with 13 years of retail automotive experience, understands the challenges. "Car dealerships have significant problems tracking their key and car assets. GPS and RFID technologies have been used in the past with limited success and at a very high cost. I knew what was needed," says McElhatton. "'We Find Keys & Cars' is the first affordable technology solution that can address all dealership events."

Longo Toyota in Los Angeles, California, the largest car dealership in the world has acquired MDD's solution. Fixed Operations Director for Penske Motor Group, Mark Seipel states, "MDD's 'We Find Keys & Cars' delivers on its promise. MDD has created a solution that works. Locating a car has gone from 15 to 25 minutes on average, to literally locating it in seconds. MDD's rich functionality provides comprehensive business intelligence to keep Longo ahead of our competition. Every dealership needs the results MDD has given us."

MDD is currently expanding its flagship 'We Find Keys & Cars' technology beyond the automotive market to encompass any movable assets with keys including RV's, ATVs, snowmobiles, truck fleets and boats. This also includes entities that serve these markets such as collision centers, truck fleet lots, car rental entities and car auction companies.

About Mobile Dealer Data:

Founded in 2011, [Mobile Dealer Data's \(MDD\)](#) objective is to create actionable data to automate business processes. Using the Internet of Things concept, along with Bluetooth technology, MDD enables the tracking of assets, as well as the analysis of how to make a business more efficient, effective and more profitable. For more information, visit: <http://www.mdd.io> or contact Colin McElhatton at 612-999-5625, [colinm\(at\)mobiledealerdata\(dot\)com](mailto:colinm(at)mobiledealerdata(dot)com) or Phil Dell 612-999-5625 [phild\(at\)mobiledealerdata\(dot\)com](mailto:phild(at)mobiledealerdata(dot)com)



**Contact Information**

**Colin McElhatton**

Mobile Dealer Data

<http://www.mdd.io>

+1 612-999-5625

**Phil Dell**

Mobile Dealer Data

<http://www.mdd.io>

612-280-0108

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).