



— ONLINE —
STORAGE
— AUCTION —

Runs Entirely on
OptimumHQ Platform

**optimumHQ**

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Optimum puts the power of development into the hands of non-programmers.

Executive Summary & Review


“Pulling reports and adding new functionality is accomplished quickly and can be updated as our business needs change. Optimum allows me to manage and maintain our growing business with ease. Extracting usable data from the system allows me to make strategic, data-driven decisions and to adjust to the ever-changing marketplace.

-COO/Product Officer



PRIVATE SELLER
High Bid : \$3,060.00
Location : Plano, TX
[View Auction](#)

4 Days 05 Hours 46 Min 07 Sec




StorageWest - Orange
High Bid : \$1,600.00
Location : Orange, CA
[View Auction](#)

12 Days 22 Hours 56 Min 07 Sec



SmartStop - Jones Blvd
High Bid : \$660.00
Location : Las Vegas, NV
[View Auction](#)

5 Days 18 Hours 36 Min 56 Sec



N Wilson Rd
High Bid : \$520.00
Location : Columbus, OH
[View Auction](#)

10 Days 15 Hours 01 Min 56 Sec

FIGURE 1: Online storage auction utilizes OptimumHQ to display information for all current auctions on its website, with real-time reporting on highest bid, auction details, and time remaining.

In this white paper, find out how OptimumHQ was implemented to support a complete front and backend space for an online storage auction company.

OptimumHQ is a Software as a Service (SaaS) platform uniquely suited to deliver a custom solution for any unique business, including an online storage auction website. With OptimumHQ, companies can run their entire business from one convenient platform instead of dealing with numerous software configurations. This particular storage auction website and business operation is built solely on OptimumHQ, with no additional database or system behind the scenes.

This company pairs buyers and sellers together with the best auction technology in the business, building a direct relationship between storage facilities and those who are interested in the units up for auction. The storage auction company lists online self-storage auctions categorized by region, which eliminates the need for live, on-site auctions completely. Buyers can join for free and receive SMS text messages when auctions are happening in their area. Bidders are notified automatically when they win their auction, and facility managers can easily list their auctions and get them seen by the most active bidders.

Facilities can easily prepare their auctions in advance and



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increase their profit by expanding their customer base. Bidders can save money and time by having the ability to bid on multiple units from the comfort of their own homes.

The website developer on the project utilized OptimumHQ's rich API sets, while business analysts developed the business logic reporting systems and datasets within and through OptimumHQ's portal and workflow engines. This allows for realtime reporting, updates, and more.

In addition to providing all content and functionality for the website, OptimumHQ is also used for invoicing, revenue management, and text/email messaging to their customers.

Additionally, this company is utilizing the OptimumHQ platform to manage customer service requests, inbound and outbound email, VIP programs, internal development operations, static page content for the website, leadership reports, dashboards, and CRM database where the sales team can manage their prospects, clients, scheduling, and client onboarding.

Several storage facility management software platforms (such as DoorSwap, SiteLink, and others) are tied into OptimumHQ via APIs, enabling facilities to immediately load auction lead units within the system.

Online storage auction has experienced month after month growth since its initial launch.

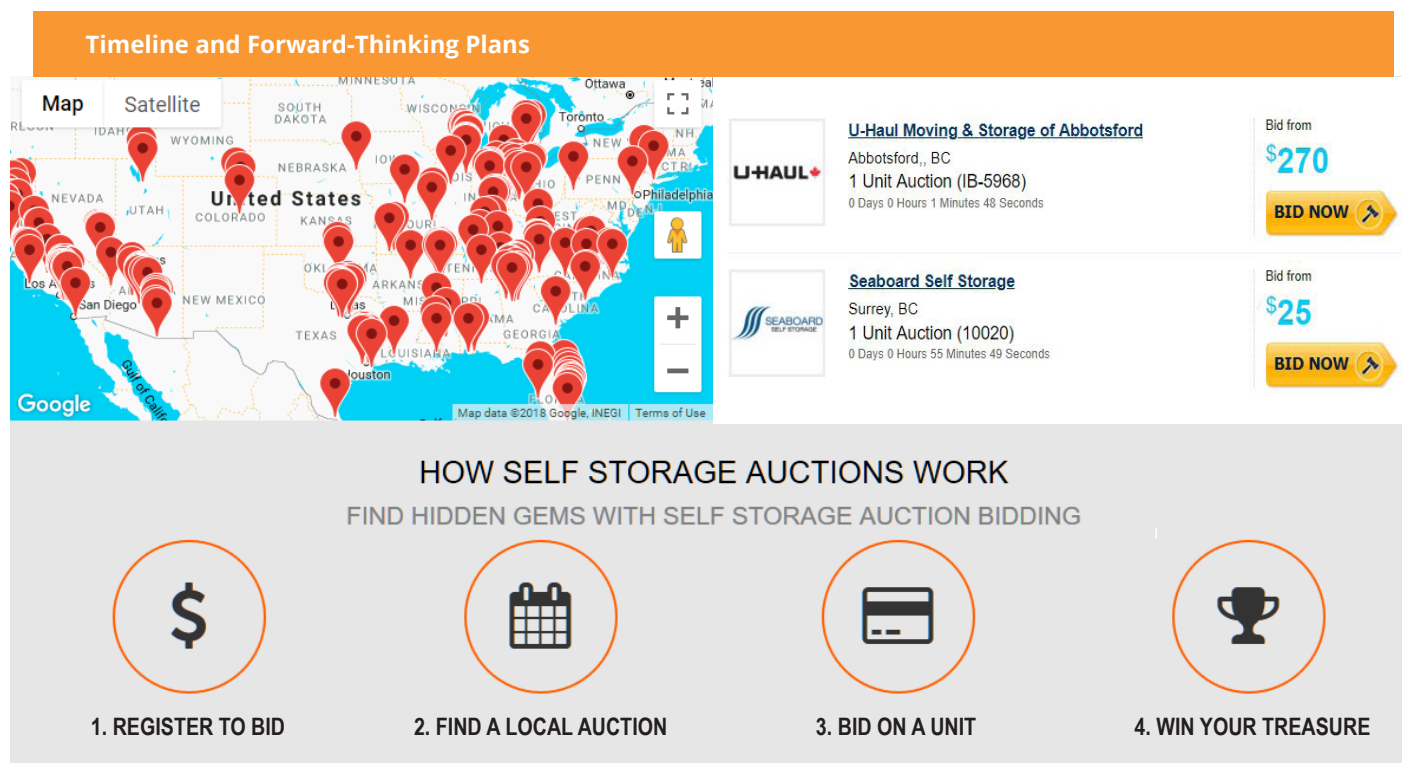


FIGURE 2: The Bidding Process

The OptimumHQ team took over initial development of the project in early January 2017. The completed front and backend of the website was completed and launched on February 3, 2017, when the site went live to customers, facilities, and bidders. The company has experienced month after month growth since its initial launch. The team is able to quickly respond to feature requests from corporate facilities, bidders, and investors, and manage their entire platform easily within OptimumHQ.

Currently, the company is operating in the United States, and is actively engaged in rolling out to Australia, New Zealand, and Canada. Within the next six months, they plan to expand further into the UK and Europe. The OptimumHQ platform handles all currency conversions, charges, and maintaining PCI DSS (Payment Card Industry Data Security Standard) compliance.

"I like how customizable the platform is from a managerial aspect. As COO, my job is figuring out how to make the company work more efficiency. In Optimum I'm able to create workflows and widgets that report different pieces of data to me, which helps me work on making the business better," said their company's COO/Product Officer.



FIGURE 3: OptimumHQ handles accounting and billing automatically, eliminating the need for manual transaction processing.

Awards & Recognition: 2017 Best of Business Award/Best Online Auction Service



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BEST ONLINE - AUCTION SERVICES

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Concluding Statement



Through OptimumHQ, the online storage auction team is able to run their entire business on one smart platform. OptimumHQ is ideally suited to deliver solutions for businesses whose needs go outside the norm, where off-the-shelf software does not meet the needs or does not exist.

Learn more about OptimumHQ:

www.optimumhq.com



FIGURE 4: OptimumHQ sends invoices to the highest bidder and email or text notifications to participants when an auction is cancelled, outbid, or completed.