

# Advantage Sales & Marketing

## Introduction

This case study of Advantage Sales & Marketing is based on a September 2017 survey of Motus customers by TechValidate, a 3rd-party research service.



“Motus has uncovered cost savings for my business.”

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select Motus:

- Primary drivers in their search for a vehicle program provider:
  - Experienced a lawsuit
  - Wanted to create a fair and accurate program
  - Wanted to improve operational efficiency
  - Realized they weren't IRS-compliant
  - Wanted an integrated mobile platform
- Purchased Motus over other vendors for the following reasons:
  - Cost
  - Customer communications/responsiveness
  - Technology
  - More accurate reimbursement program
- Realized the following benefits by partnering with Motus:
  - Improved efficiency
  - Improved mileage reporting accuracy
  - Increased cost savings
  - Improved fair and equal policies
  - Reduced liability
  - Improved chargeback and/or reimbursement calculations accuracy

## Use Case

The key features and functionalities of Motus that the surveyed company uses:

- Administered a car allowance program before partnering with Motus.
- Currently uses the following tools for CRM:
  - HRIS
  - Concur

## Results

The surveyed company achieved the following results with Motus:

- Realized a return on their investment in 6 – 12 months using Motus.
- Reduced their vehicle program costs by 30-40% with Motus.

### Company Profile

Company:  
**Advantage Sales & Marketing**

Company Size:  
**Large Enterprise**

Industry:  
**Professional Services**

### About Motus

For companies with mobile workers that drive more than 5,000 business miles per year, Motus is the most accurate vehicle management and reimbursement platform available. Through its sophisticated configuration engine that incorporates real-time data across hundreds of variables, Motus drives significant reductions in cost, ensures compliance and reimburses employees exactly what they deserve.

**Learn More:**

[Motus, LLC](#)