

How Catchpoint Helps 40,000 Global Car Dealers Serve Customers



INDUSTRY

Automotive Technology

PRODUCTS

Synthetic Monitoring

SOLUTIONS

- + Customizable Dashboards
- + Global Endpoint Testing

SUCCESS BY METRICS

- + Faster Mean Time to Resolution (MTTR)
- + Earlier Detection of Performance Issues
- + Improved Troubleshooting Efficiency

KEY OUTCOMES



Improved SLA Compliance



Faster Incident Resolution



Enhanced End-User Experience Visibility Through Global Testing

Cox Automotive: An Automotive Technology Leader delivering always on digital services

Cox Automotive connects vehicle manufacturers, dealerships, and consumers through a portfolio of leading automotive brands, technologies, and digital services. Its portfolio includes well-known brands such as Autotrader, Kelley Blue Book, Manheim, Dealertrack, vAuto, VinSolutions, and Xtime, supporting more than 40,000 dealerships worldwide. Through decades of growth and strategic acquisitions, Cox Automotive has built one of the industry's largest automotive ecosystems, helping customers buy, sell, finance, and service vehicles while powering approximately 2.3 billion online interactions annually across its platforms and datasets.

As Cox Automotive continued to integrate its portfolio of brands and services under a unified organization, maintaining a consistent digital experience across an increasingly complex technology ecosystem became a strategic priority. With customers relying on its platforms around the clock, the company needed greater visibility into service performance and the ability to identify and resolve issues before they affected users.

"As we bring things together under the Cox Automotive umbrella, it's very important that all of our customers have a good, consistent experience," said Charles Conley, IT operations manager at Cox Automotive. "It's not just the dollar value, it's the reputation . . . we're going to deliver good service, and that's important to us."

CHALLENGE: MAINTAINING SLA COMPLIANCE ACROSS A GLOBAL DIGITAL ECOSYSTEM

The Cox Automotive portfolio includes leading brands such as Autotrader, Dealer.com, Kelley Blue Book, and Manheim. As part of its commitments to customers, Cox Automotive must meet strict service level agreement (SLA) requirements across its digital services.

To maintain compliance and deliver reliable customer experiences, the company needed to:

- Maintain visibility into website and application availability
- Detect performance issues before they impact customers
- Accelerate incident response and resolution
- Validate digital experiences across global user locations

"We've had major incidents, you know, things break in IT. I think everybody knows it. And being able to detect them, repair them, and get them back up and running quickly is critical to our success," said Conley.

Why Cox Automotive Chose LogicMonitor and Catchpoint

After evaluating multiple solutions, Cox Automotive selected Catchpoint for its ability to:

- Integrate with existing monitoring and operational workflows
- Compare historical and real-time performance data to speed troubleshooting
- Create customizable dashboards for SLA tracking and operational visibility
- Execute synthetic tests from a global network of monitoring locations

"One of the features in Catchpoint that I like quite a bit is the smart dashboards," said Conley. "Bringing all of the information together and comparing it to a previous time is really helpful because then you can see what normal behavior is, and what then what you're currently experiencing. And that can be very helpful to troubleshoot an issue."

RESULTS: FASTER RESOLUTION AND BETTER OPERATIONAL VISIBILITY

Following implementation, Cox Automotive gained greater visibility into digital service performance and strengthened its ability to maintain customer-facing service levels.

Key benefits included:

- Faster mean time to resolution (MTTR) during incidents
- Improved proactive detection of performance issues
- Enhanced troubleshooting through historical performance analysis
- Better decision-making through data-driven insights
- Increased confidence in end-user experiences through global testing

The ability to validate application performance from multiple geographic locations provided valuable insight into how customers experience Cox Automotive's services around the world.

“ [Catchpoint] allows you to run a test and get an idea of how it's performing all over the country without significantly driving up the testing costs.”

Charles Conley, *IT Operations Manager,*
Cox Automotive

Supporting Better Digital Experiences Through Observability

For organizations that depend on complex digital ecosystems, observability plays a critical role in protecting customer experiences, maintaining SLA commitments, and safeguarding brand reputation.

Cox Automotive's experience demonstrates how synthetic monitoring and global testing can help organizations identify issues earlier, reduce operational disruption, and maintain service quality across distributed environments.

"Monitoring is critical to the reputation of your company because it helps you figure out whether or not you're providing the services you think you're providing, and when you're not meeting that customer expectation," said Conley. "If you have good monitoring in place, you're going to be able to fix [issues] before they report it."

Based on his experience, Conley recommends that organizations evaluate solutions that provide:

- Extensive global testing coverage
- Responsive customer support
- Data-rich dashboards and analytics
- Historical performance comparisons for troubleshooting

“ [Catchpoint] support has been fantastic, really taking the time to show us new features as they come out—and they're coming out with new features very frequently. Definitely put them on your shortlist.”

Charles Conley, *IT Operations Manager,*
Cox Automotive

ABOUT COX AUTOMOTIVE

For more than 125 years, Cox has shaped the future with bold thinking, technology and talent, and an unwavering commitment to doing what's right. They have the resources and know-how to see an idea or investment through highs and lows – over generations, not fiscal quarters.

ABOUT LOGICMONITOR

LogicMonitor® is the AI-first platform for Autonomous IT, enabling enterprises to operate complex digital systems with greater resilience, efficiency, and confidence. By unifying visibility from user to code across infrastructure, cloud, Internet, and digital experience, LogicMonitor delivers the intelligence required to anticipate issues, eliminate blind spots, and take action automatically. Powered by Edwin AI, LogicMonitor helps IT and business leaders reduce operational toil, protect revenue, and accelerate innovation in an increasingly complex digital world. For more information, visit www.logicmonitor.com and [our blog](#), or follow us on [LinkedIn](#), [X](#), [Facebook](#), and [YouTube](#).



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