

## Pickles search ends with purchase of Ryvuss

***Australia's largest privately held auction and valuations company chooses award-winning Ryvuss Search from Carsales for complex search and quick return***

**Melbourne, 10 June, 2015**

Pickles Auctions Pty Limited ('Pickles'), Australia's largest privately held auction and valuations group, has purchased Carsales' multi award-winning Ryvuss Search following an exhaustive hunt.

Ryvuss is a proprietary search platform, developed exclusively by carsales.com Ltd, which powers the search for the majority of the Carsales Network and for companies such as Brazil's WebMotors. Thanks to its pioneering approach, Ryvuss offers the world's leading faceted search, superior to other search engines in searching structured data. In 2013 Ryvuss was awarded the most Innovative Project by the CIO Magazine.

Pickles hosts over 200 onsite and online Auctions per month nationally. The vast majority of items are listed online through Pickles Live and more than 40% of items are sold to online buyers.

"We consider our website as a core strategic tool and the window into our business," said Pickles Chief Information Officer, Claudio Salinas. The website is a key priority for Pickles and it is building on the foundation by assessing its technologies, capabilities and partners.

"In 2014 with mobile device support and optimisation as a focus, we began our website transformation by implementing a Bootstrap based responsive core. Our next priority was to focus on improving our search capability on the site, arguably the most important element of an ecommerce website," said Salinas.

Pickles conducted an in-depth evaluation process with a number of search engine products followed by a proof of concept with a short list of products. "We ultimately made the decision to go with Ryvuss for a number of key reasons, but put simply Ryvuss is a feature rich, high performance and flexible application search engine that will provide Pickles with a huge leap forward in our search capability" said Salinas.

"Search is a core requirement for any business where online is a key channel," said Ajay Bhatia Chief Product & Information Officer at Carsales.com Ltd ('carsales'), who was named 2015 Retail CIO of the Year Award on the back of the Ryvuss product. "Ryvuss reduces search complexity and allows Pickles to concentrate on designing the best consumer experience for their specific client base."

"For us, Ryvuss will drive major search enhancements in a short implementation period. What we wanted to avoid was a major search project consuming the development team for an extended duration, Ryvuss will help us achieve this" said Salinas.

"Ryvuss was built with the sole purpose of making it easy for eCommerce platforms to implement and consume search functionality. Complex search has never been easier to integrate" said Michael Ridgway, Founder and VP of Engineering for Ryvuss at carsales.

Carsales is the only major Australian company to have invested in building its own search engine, joining the likes of global online giants Amazon, Google and Walmart who have also taken this bold step. "Following the implementation of Ryvuss at Carsales, emails to the Customer Service Centre halved, phone calls reduced by 16% and publishing times cut down on average to less than 1 minute - certainly an investment which has paid off for us," said Ridgway.

# Media release

Developed entirely from the ground up by a dedicated in-house team of senior engineers, Ryvuss is an intelligent search solution which handles multi-faceted searches, maintains complex hierarchies and generates custom navigation lists on the fly. Available as a cloud-based service or installable on premise hardware, Ryvuss *understands* user's search intent to provide *relevant* results, hence delivering higher conversion for online businesses.

"The engagement with the Carsales team has been seamless and professional, they have been very easy to interface with and we look forward to working with them in the future," said Salinas.

## ENDS

### For Further Information and interviews:

Will Clarke  
Communications and PR Manager  
03 9093 4505 / 0468 971 536  
[will.clarke@carsales.com.au](mailto:will.clarke@carsales.com.au)  
[@willclarkeinoz](https://twitter.com/willclarkeinoz)

### About carsales.com Limited

**carsales.com Ltd** (ASX: CAR) listed on the ASX in 2009 and is the largest online automotive, motorcycle and marine classifieds business in Australia; attracting more Australians interested in buying or selling cars, motorcycles, trucks and boats than any other classified group of websites. carsales.com Ltd's first revenues were reported in the financial year 1998.

[carsales.com.au](http://carsales.com.au) is Australia's number one automotive classified website used by 1.39 million people each month for over 1.5 hours each on average according to Nielsen. The carsales network of websites also includes CarPoint.com.au, bikesales.com.au, RedBook.com.au as well as leading boat, caravan, and truck and machinery classified websites.

### About Pickles

Pickles Auctions Pty Limited is Australia's largest privately held Auction and Valuations Company. Established in 1964, Pickles cater for the private and trade buyer markets across the Motor Vehicles, Industrial, Salvage and General Goods sectors.

Pickles Auctions has 22 branches throughout Australia and is the only truly national Auction services company in the country.

Pickles hosts over 200 onsite and online Auctions per month nationally. In the last financial year the company sold over 220,000 Motor Vehicles and Industrial equipment and currently employs more than 700 people across Australia.