

CHEFFINS

CASE STUDY

Newline

Auctionmarts.com

September 2025



Can you briefly describe your organisation and your role?

We pride ourselves in being market leading machinery and vintage auctions, hosting the largest monthly agricultural machinery auction, well-renowned vintage auctions and onsite auctions conducted at client's premises throughout the United Kingdom.

I'm one of the directors, primarily responsible for the vintage auctions, but I am involved across the whole department.



TOM GODSMARK ANAVA

Cheffins Director

Newline 

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PROBLEM

What challenges or goals led you to look for a solution like ours?

We wanted to streamline our processes, to allow more efficient invoicing and whilst improving the client journey and experience.



What made you choose Newline over other options?

Newline were already providing our back-office system, we've had a long-standing business relationship.

The team were knowledgeable and accommodating given we were keen for some bespoke changes.



DECISION PROCESS

How was your experience during the initial discussions and negotiations?

The team were keen, without being pushy, seemed willing to understand our requirements and were clear about what was achievable and in what time frame.



PROJECT EXPERIENCE

How did you find the onboarding and implementation process?

The team were very committed; we had a smaller than normal window to migrate the system and again, we're initially realistic in what was achievable and exceeded all expectations in terms of development being carried out ready for our go live date. We had weekly reviews, to get updates as to where we were, what the next priority was and review the completed work.

When speaking with the team, you felt reassured you were speaking with people that not only understood what we were trying to achieve, but also what the development would look like to be able to facilitate it. There has been some teething issues, but the team have resolved these as promptly as possible, then have proceeded to look at how to avoid this going forward.



GO-LIVE & EARLY RESULTS

Since going live on 4th August, how has the product performed?

Whilst there was a large amount of apprehension, the team were onsite for our go live auctions so we had a direct link back to developers to be able to resolve any unexpected instances, the time already saved in our invoicing, updating of descriptions etc. is noticeable throughout the department.

Whilst we have initially had some pushback from clients due to the change, the feedback is progressively more positive given the timely fashion requested changes are carried out.

OVERALL EXPERIENCE & FUTURE

How would you describe the overall experience working with us, and would you have any advice for other clients?

It's been a pleasure, the team have been on hand, in constant communication and we feel reassured that nothing is too much, and achievable, but without making empty promises.

I think my advice would be to speak with the team, openly and honestly and they would give you clear, direct and honest answers, they have been keen to work with us and are open to improvements/changes, but there may also already be facility within the system to achieve what you require too.



THANK YOU

For further information or to discuss your requirements, please get in touch.



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