

# The Profitable ADAS Provider

## A PRACTICAL GUIDE TO MAXIMIZING YOUR CALIBRATION BUSINESS

For established ADAS providers who want to reduce friction, increase inbound work and standardize operations to protect margin



# Capture the full revenue, efficiency and partnership potential of your ADAS operation

## Step 1: Audit Your Current Intake Process

Most calibration centers leak margin before the vehicle even arrives.

Ask yourself:

- Are you receiving incomplete job details?
- Do you often have to call shops back for missing VIN or procedure info?
- Are you quoting before fully understanding required calibrations?
- Are you reworking estimates after teardown discoveries?

If you're manually verifying every vehicle, you're absorbing administrative cost that eats into profit.

Goal: Move from reactive intake to standardized, VIN-driven intake.

## Step 2: Eliminate Miscommunication Before It Costs You

Calibration errors rarely start in the bay. They start in communication gaps.

Common friction points:

- Shops sending vague requests (“needs ADAS check”)
- No clarity on dynamic vs. static calibration requirements
- No standardized format for requests
- Surprise procedures discovered mid-job

When service requests aren’t structured, you become the safety net — and that’s expensive.

What strong providers do:

- Require VIN-specific procedure validation
- Standardize intake forms
- Set clear job expectations before scheduling

The smoother the intake, the smoother the bay.

Created	Inspection #	Calibration Center	Location	Status	Year	Make	Model	VIN	Scheduled	# Calibrations	Amount	Fee
03/23/2026 10:28 am	<a href="#">1697825</a>	Jingle Calibration - PHX Mobile A	CCC TEST SHOP	Submitted	2020	Toyota	4Runner Venture 4WD	JTEBU5JR5L5769376		4	800.00	8.00
03/20/2026 12:57 pm	<a href="#">1697859</a>	Jingle Calibration - PHX Mobile A	CCC TEST SHOP	Submitted	2019	Toyota	Corolla SE w/Continuously Variable Transmission	2T1BURHE3KC157919		4	800.00	8.00
03/20/2026 12:40 pm	<a href="#">1697858</a>	Jingle Calibration - PHX Mobile A	CCC TEST SHOP	Submitted OK	2021	Toyota	Corolla SE Nightshade w/Continuously Variable Tran	5YFS4MCEXMP074940		4	800.00	8.00
03/20/2026 12:36 pm	<a href="#">1697097</a>	Jingle Calibration - PHX Mobile A	CCC TEST SHOP	Assigned	2021	RAM	Ram 1500 Pickup Rebel Rebel 4x4 Crew Cab 5'7"	1C6SRFLT3MN713479		2	225.00	2.25
03/17/2026 02:55 pm	<a href="#">1697503</a>	Jingle Calibration - PHX Mobile A	CCC TEST SHOP	Assigned	2023	Ford	F-150 Raptor Raptor 4x4 SuperCrew 5-1/2 Box	1FTFW1RG2PFA34351		6	950.00	9.50
03/16/2026 04:13 pm	<a href="#">1697464</a>	Jingle Calibration - PHX Mobile A	CCC TEST SHOP	Assigned	2024	Ford	F-150 Lightning Lariat SuperCrew 4WD w/5'5" Box	1FT6W5L76RWG22627	03/17/2026 (AM)	1	225.00	2.25
03/12/2026 03:57 pm	<a href="#">1694991</a>	Jingle Calibration - PHX Mobile A	CCC TEST SHOP	Working	2024	Volkswagen	Tiguan S 2.0T S	3VVR87AX0RM206016	03/13/2026 (PM)	2	550.00	5.50

### Step 3: Reduce Admin Load to Increase Throughput

Time spent:

- Clarifying jobs
- Confirming procedures
- Managing back-and-forth emails
- Correcting incomplete requests

...is time not spent producing revenue.

As calibration volume increases, so does admin strain.

Efficient providers:

- Standardize service requests
- Reduce unnecessary phone calls
- Align documentation with OEM procedures
- Simplify quoting and scheduling

Admin efficiency directly impacts technician productivity.

### Step 4: Strengthen Shop Partnerships (Not Just Transactions)

Shops want clear expectations, fast turnaround, no surprises and confidence in compliance.

If you consistently:

- Provide VIN-based accuracy
- Reduce confusion
- Deliver complete documentation

You become a strategic partner — not just a vendor.  
That's what drives repeat inbound work.

# THE PROFITABLE ADAS PROVIDER

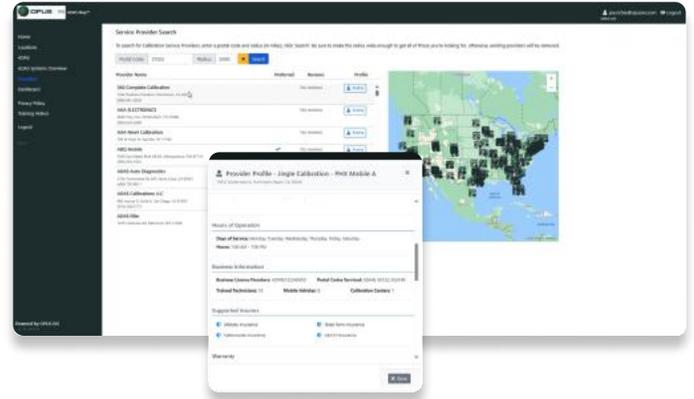
## Step 5: Capture More Inbound Calibration Jobs

Many ADAS providers rely on word-of-mouth, existing shop relationships and reactive referrals.

But providers who increase inbound demand typically:

- Integrate with tools shops already use
- Simplify how shops request calibrations
- Remove friction from the ordering process

When you make it easier for shops to work with you, you win more of their jobs.



## Step 6: Protect Margin with Procedure Confidence

ADAS isn't forgiving. Incorrect procedures lead to rework, liability risk, shop distrust or lost partnerships.

Strong providers build systems around:

- VIN-specific requirements
- OEM-aligned procedures
- Complete documentation
- Clear communication trails

Margin protection starts with process discipline.



## The Bottom Line

Becoming an ADAS provider is step one.

Running a scalable, profitable ADAS operation is step two.

If your intake is inconsistent, your admin load is high, or your partnerships feel transactional instead of strategic, there's opportunity sitting on the table.

The most profitable providers don't just perform calibrations.

They build systems around them.



## Systems That Increase Throughput, Margin & Inbound Work

Maximizing your ADAS operation requires more than performing calibrations correctly. It requires workflow efficiency, documentation defensibility and demand generation.



### DRIVESAFE 2

DriveSafe 2 provides digital scan reporting, OEM tool access, and remote diagnostic support to help calibration providers validate vehicles before and after service.



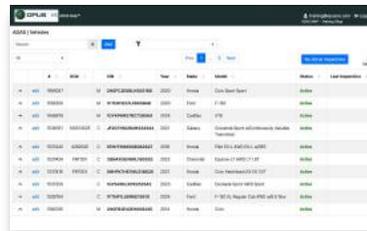
### CONNECT COPILOT

Connect Copilot connects shops and calibration providers, improving sales opportunities.



### MOBILE COPILOT

Mobile CoPilot simplifies and streamlines scheduling by technician, service type, equipment, or repair bay.



### ADAS MAP

ADAS MAP connects calibration providers with shops using VIN-specific calibration requirements and standardized service requests. Providers can improve dispatch efficiency while increasing inbound calibration opportunities from local repair facilities.



### ADAS MAP PRO

ADAS MAP PRO surfaces VIN-specific calibration requirements during repair planning to improve estimate accuracy, reduces missed procedures and ensures providers receive better-prepared jobs.

# Execute with Discipline. Calibrate with Confidence.

Explore additional ADAS technical  
resources at Opus IVS:

