

# ImEX Systems and ATA Announce Integration of Estimate Scrubber with RPS Tool

*ImEX and ATA partner to integrate Estimate Scrubber into RPS, helping Manitoba shops improve estimate accuracy and workflow efficiency.*

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/EINPresswire.com/ -- [ImEX Systems](https://www.imexsystems.com/)

has announced a new partnership with the [Automotive Trades Association \(ATA\)](https://www.ata-manitoba.com/) to integrate the Estimate

Scrubber tool directly into the Realized

Parts Savings (RPS) Tool— the AI-driven shop management platform developed by ImEX Systems

for Manitoba's collision repair industry.



This collaboration marks a significant advancement for repair facilities across Manitoba,

improving estimate accuracy, streamlining workflows, and strengthening relationships between shops and the public insurer.

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Integrating Estimate Scrubber into RPS empowers Manitoba repairers to build more accurate estimates and streamline operations across every repair.”

*Norm Bruneau,  
Spokesperson, Estimate  
Scrubber*

The ATA Estimate Scrubber analyzes repair estimates in real time, identifying missed operations or discrepancies before submission to insurers. By embedding this capability directly within RPS, shops will benefit from more accurate estimates, fewer supplements, and a faster, more consistent repair process.

“The ATA Estimate Scrubber was originally built by Manitoba repairers, for Manitoba repairers.” said Norm

Bruneau, spokesperson for Estimate Scrubber. “By integrating it into the RPS tool, we’re empowering shops to catch missed opportunities instantly and build estimates with confidence and consistency all while monitoring their RPS score.”

The ATA’s involvement ensures that Estimate Scrubber remains aligned with provincial standards

and insurer requirements, making the integration uniquely suited to Manitoba's market. In addition to the technical collaboration, the partnership will include training initiatives, joint marketing efforts, and an ongoing feedback program to ensure continuous improvement based on real shop input.

"The ATA is committed to supporting its members through innovative tools and partnerships," said Denis Cloutier, Executive Director of the ATA. "This collaboration with ImEX Systems and Estimate Scrubber is the next step in an evolving suite of software products designed to help members capture every opportunity from every claim."

The Estimate Scrubber + RPS integration launched following the 2025 ATA Conference in Manitoba, with a limited beta program offering early access to interested repair facilities. For more information, visit [www.ImEXSystems.ca/RPS](http://www.ImEXSystems.ca/RPS)

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#### About ImEX Systems

ImEX Systems Inc. based in Vancouver, British Columbia, is a Canadian provider of collision and repair management software. The company develops innovative tools like ImEX Online, ImEX Lite and the Realized Parts Savings (RPS) that streamline operations, improve shop efficiency, and drive better business outcomes. ImEX Systems is part of Convenient Brands, a leading provider of automotive software and integrated payment solutions in North America.

#### About the Automotive Trades Association (ATA)

The ATA represents automotive professionals across Manitoba, advocating for industry standards, providing training, and supporting members with tools and partnerships that strengthen the repair industry and improve customer outcomes.

Jessica Castellano

Convenient Brands

+1 604-839-3431

[jessica.castellano@convenient-brands.com](mailto:jessica.castellano@convenient-brands.com)

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