



**Customer:**  
CarMax

**Industry:**  
Retailer

**Size:**  
10,000+ employees

**Country:**  
United States

**Products and services:**  
Azure AI  
Azure OpenAI Service

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“With the help of Azure OpenAI Service, we’re disrupting our industry for a second time by delivering cutting-edge digital tools and capabilities and becoming a true omnichannel retailer.”

—Shamim Mohammad, Executive Vice President and Chief Information and Technology Officer, CarMax

**Situation:**

With 45,000 cars in its inventory, CarMax needed a fast and efficient way to analyze customer reviews and provide brief, meaningful summaries for each model that would aid potential purchasers and boost the pages’ search engine rankings.

**Solution:**

After choosing to work with OpenAI, CarMax migrated to OpenAI Service to take advantage of the scalability, security, and Responsible AI features it provides.

**Impact:**

CarMax was able to produce the equivalent of 11 years’ worth of car summaries in a matter of months, freeing editorial staff to focus on more substantive content, providing customers with valuable insights, and successfully boosting search rankings.