

## Drive Automotive Success with a Single, Trusted Source of Operational and Product Information

Worldwide demand for automobiles continues to increase, with global vehicle registrations reaching 1.4 billion in 2019, an increase of 3.2% since 2018.<sup>1</sup> Expanding model inventories, technological advancements and consumers' evolving expectations are changing the way the automotive industry thinks about mobility. Original equipment manufacturers (OEMs), distributors, retailers and aftermarket part suppliers and installers must be able to efficiently manage the growing volumes of operational and product information and increasing data complexity.

For instance, for each new vehicle produced, aftermarket parts manufacturers must first determine whether an existing part can be utilized in the new vehicle or if they need to create, source and produce a new part that will have a better fitment to the vehicle. They must also maintain the year, make and model information (also known as application data) according to multiple industry standards. Considering the average vehicle has approximately 30,000 parts<sup>2</sup>, this adds up to a lot of different data to manage.

Likewise, aftermarket parts distributors and retailers are responsible for maintaining the millions of application data records that they receive each month. They must also maintain the interchange information – i.e., records that cross-reference the part number for an auto part with other part numbers that could serve as a viable replacement – which is not always in the same format.

For aftermarket parts retailers and distributors, the process of identifying the right replacement part for a car involves sorting through countless data combinations to find a replacement part that fits a car's year, make and model information. The companies will likely have many options to choose from, as most aftermarket parts manufacturers strive to manufacture, or source, an entire catalog.

### Key business drivers

- Adherence to industry standards
- Reduction in operational waste and inefficiency
- Engagement with customers using clean, accurate and up-to-date information
- Steady shift of consumers to digital channels/ecommerce

### Key benefits

- Optimize data management and quality
- Comply and maintain industry standards in one place
- Streamline workflows
- Identify new products and increase speed to market
- Reduce costs and inefficiencies
- Link to external systems

### Key features

- Single, trusted view of parts with unique identifiers
- Prescriptive installation for data syndication
- Validation of data formats
- Preconfigured user roles and workflows
- File import and export capabilities
- Reference data management

*The global aftermarket industry for passenger cars and light duty vehicles is a **\$1.64 trillion** market.<sup>3</sup>*

The need for correct information – from both the OEM and aftermarket parts manufacturers, as well as the retailers and distributors locating the replacement part – is critical because most parts are not resalable once they have tried to be installed and are thereby deemed unusable. Without consistent access to clean, up-to-date data, the likelihood of product returns, eroding margins and dissatisfied customers increase.

### Industry standards

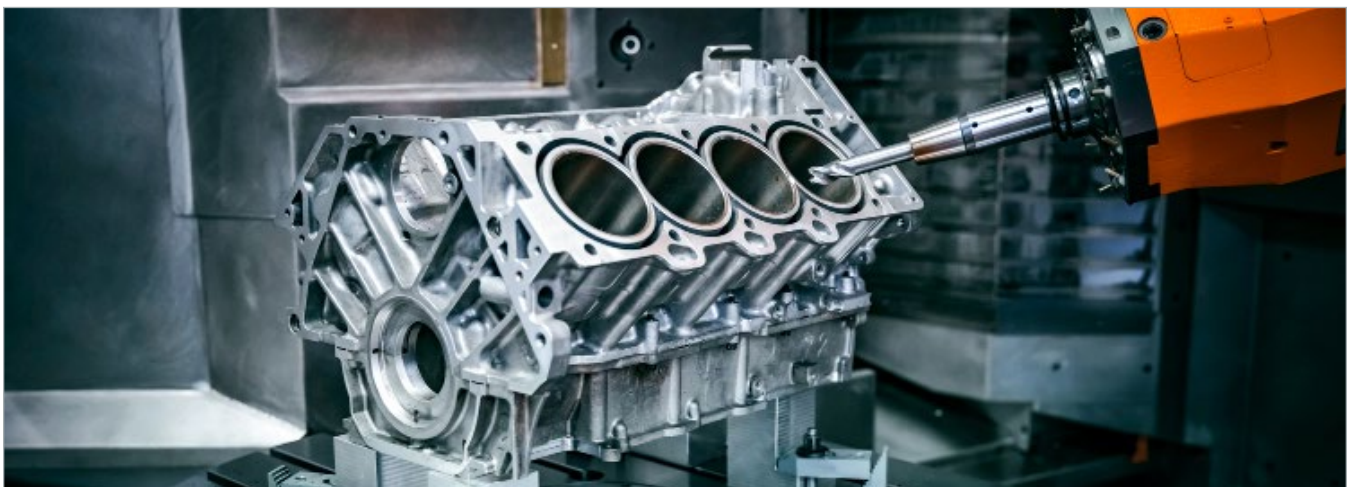
To help ease the complexities that the industry faces worldwide, the Auto Care Association and TecAlliance have facilitated the creation and adoption of automotive aftermarket data standards. These standards help eliminate duplicative work and reduce costs by eliminating the maintenance of multiple data formats for various trading partners. However, since there are multiple industry standards, the aftermarket must ensure that their data meets these requirements.

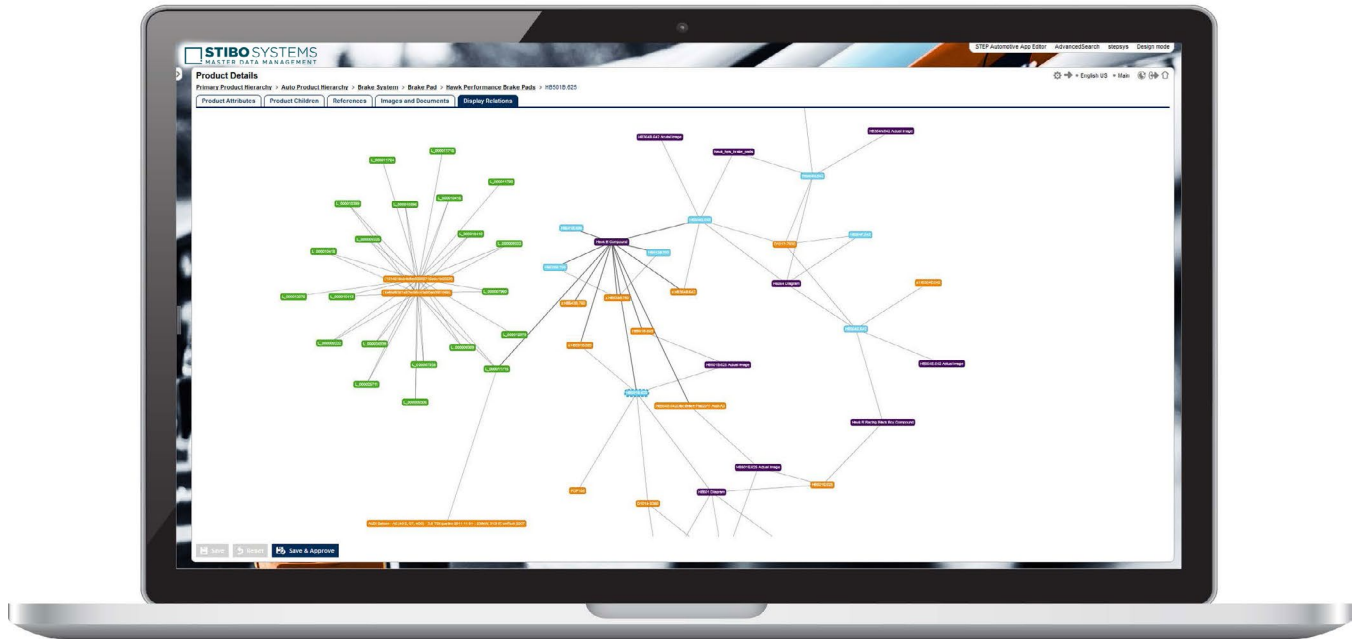
Stibo Systems Master Data Management (MDM) solution creates a central repository for data to be consolidated, cleansed and subsequently applied across all data models to quickly and efficiently satisfy the needs of TecAlliance and Auto Care. With the solution's mapper, you can manage your company's vehicle car "Parc" in one place, maintaining linkages to all standards and optimizing job processes for the many employees that it takes to maintain this information today. Business rules to govern data can also be applied within the MDM solution to ensure quality and accuracy when linking to organizational data to create one trusted source of information that can be governed, monitored and managed in one place.

*With Stibo Systems MDM solution, you can perform mass updates to data to ensure adherence to each industry standard in one place and review the actions you've taken.*

Benefits of Stibo Systems MDM solution for automotive industry standards:

- Prescriptive installation to solve for Auto Care (ACES/PIES) and TecDoc data syndication needs
- Standard routines/scripts to configure and install an automotive-specific MDM system
- Scalable to any internal team, third-party partners or multiple divisions
- Automated delivery of data to third-party receivers
- Distribute ACES/PIES data in valid XML format
- Integrations with internal business systems such as an ERP or ecommerce
- Validation of Auto Care and TecDoc data formats
- Import, export and distribute validated supplier TecDoc TAF files
- Digital asset management supporting multiple image formats for ecommerce
- Preconfigured user roles and workflows
- Rule-based suggestions for applications
- Built-in, fact-based application coverage search and opportunity reporting
- Cloud-based or on-premises installation



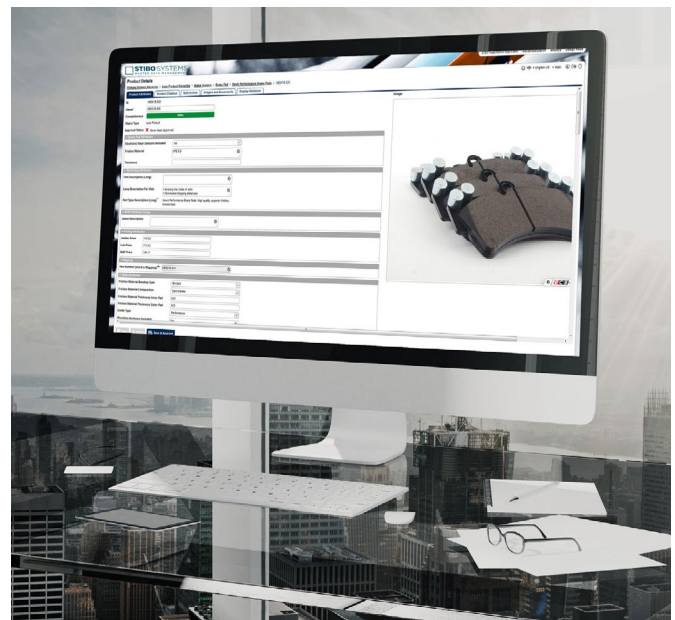


The referencing and linking capabilities of Stibo Systems MDM solution are seamlessly displayed through data visualization functionality that enables you to review relationships between key data points and the overall mapping structure in one place.

### Create a single source of truth

Many of the industry's most successful companies are leveraging Stibo Systems MDM solution to develop and maintain a single, consistent view of product data for hundreds of thousands of products/SKUs and vehicle configurations, as well as millions of part-to-vehicle relations and interchange records.

Stibo Systems MDM solution allows companies to continuously update product attribute data and digital assets, so they can systemically validate, process and deliver that data into the information supply chain in near real-time. The comprehensive solution includes product hierarchy, data modeling, business rule support, workflow automation, data quality tools and import/export capabilities, along with support for industry and company-specific standards for vehicle, equipment and part type definitions, product line structures, application record data and interchanges.



Monitor and manage product details directly in Stibo Systems MDM, adjusting field values, requirements and operational workflows quickly and easily to adapt for data changes.

With Stibo Systems MDM solution, OEMs and automotive aftermarket manufacturers can efficiently manage all product, vehicle and equipment information in a single source, integrating with internal business systems to keep all systems up to date with the latest product content. Not only does this make it possible to ensure the delivery of high-quality, complete data – such as product data, part type attributes, applications, interchanges, digital assets – but it also reduces the data inaccuracies that cause high product return rates.

Additionally, these capabilities enable manufacturers to improve their brand value and strengthen relationships with their retailers and distributors by consistently providing high-quality, complete content to all receivers in requested data formats. Leveraging a single source of truth, aftermarket companies can analyze VIO data to improve inventory forecasting, as well as identify vehicle/part gaps that need to be prioritized for product development.

### **Reduce costs**

By taking a more proactive approach to managing operational information, several cost savings emerge. First, the ability to have a more efficient view of procurement information and respond more quickly to changes in demand contributes to cost reduction. Centralized data management also decreases costs related to IT and data administration.

Additionally, linking operational information through an integrated process enables improved collaboration with suppliers, retailers, distributors and trading partners. It also helps buying teams enhance procurement efficiencies, sourcing capabilities and purchasing power, which can lead to faster time to market. Streamlining and automating the processes of creating, versioning and searching for product information will mean less time correcting errors, freeing up resources for more value-added, revenue-generating activities.

### **Act on trusted information**

Automotive suppliers can tell, with great precision, where goods are in the supply chain and detail any given customer's order history over the last five years. However, that level of information is useless if it can't be used or acted upon.

No matter the promotional platform, the best supply chain intelligence still requires accurate and consistent product information to be useful. Manufacturers, distributors, retailers and consumers must be able to access information whenever they need it.

An MDM solution provides the agility and single version of the truth needed to act on customer, product and supply chain information. The solution delivers a line of sight for the organization on highest priority part gaps and potential revenue opportunities for product development. It also provides a systematic approach to share that information consistently across all traditional, retail and emerging ecommerce/sales channels.

### **Proven track record**

Over the last decade, Stibo Systems has developed a proven track record in the automotive aftermarket industry around the world. This accomplishment includes deployments in some of the industry's leading companies and represents a commitment to providing the most comprehensive information management solution in the industry. This has been demonstrated by our investment in dedicated automotive resources and our growing set of technologies and services to support this industry.

Our value-added offerings include premier on-site deployment assistance, development support, consulting, education, extensive electronic self-help and mission-critical support options. All these functionalities focus on helping to maximize the return on investment.

To learn more about the benefits of MDM for Automotive and how Stibo Systems helps businesses like yours, visit [stibosystems.com](https://stibosystems.com).

<sup>1</sup> Auto Care Association, Factbook 2021

<sup>2</sup> <https://www.toyota.co.jp/en/kids/faq/d/01/04/>

<sup>3</sup> Autocare Association and Hanover Research, 2020. Based on data available for 130 countries

### **About Stibo Systems**

Stibo Systems, the master data management company, is the trusted enabler of data transparency. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data. We empower them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. This gives them the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. More at [stibosystems.com](https://stibosystems.com).