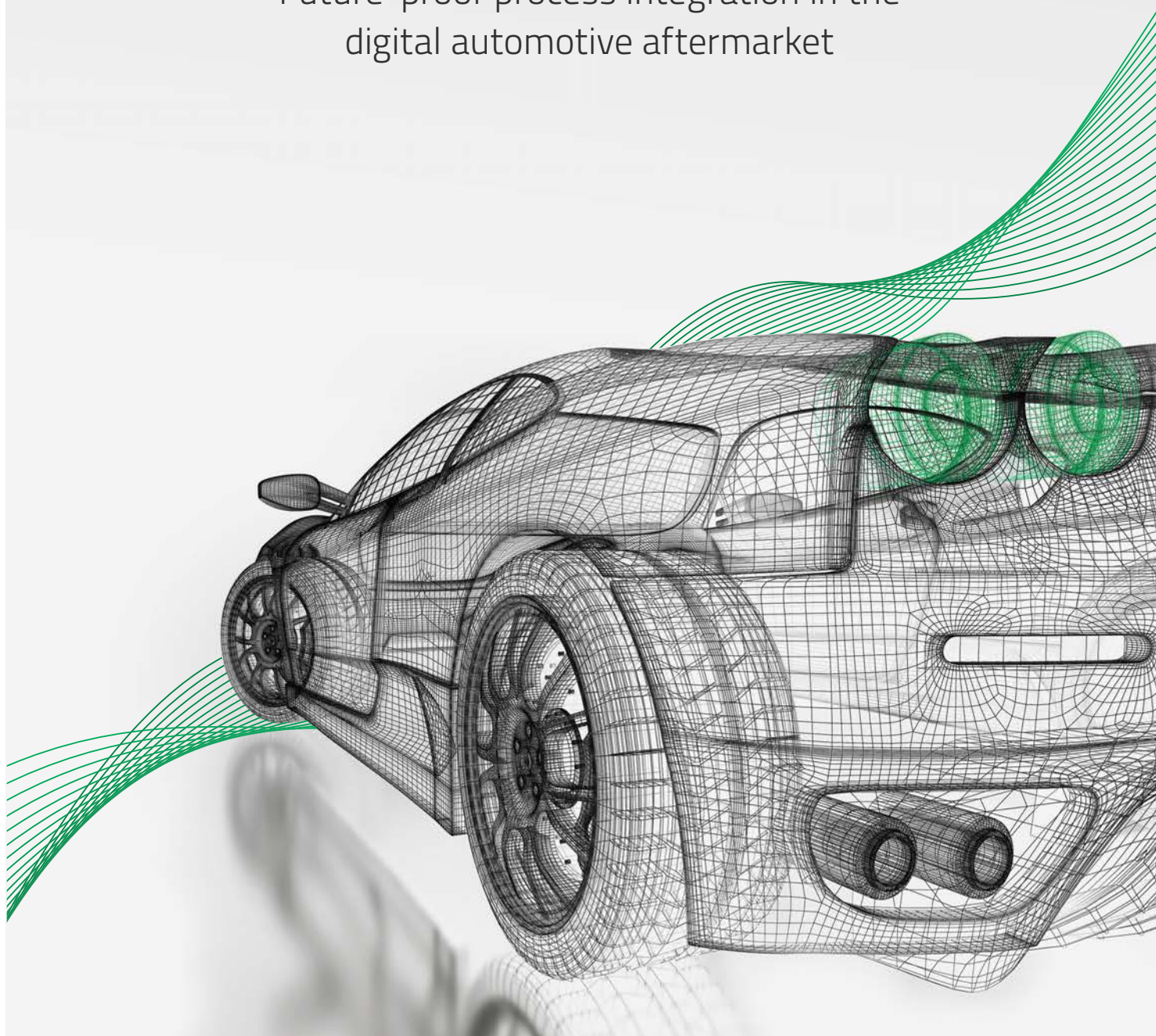
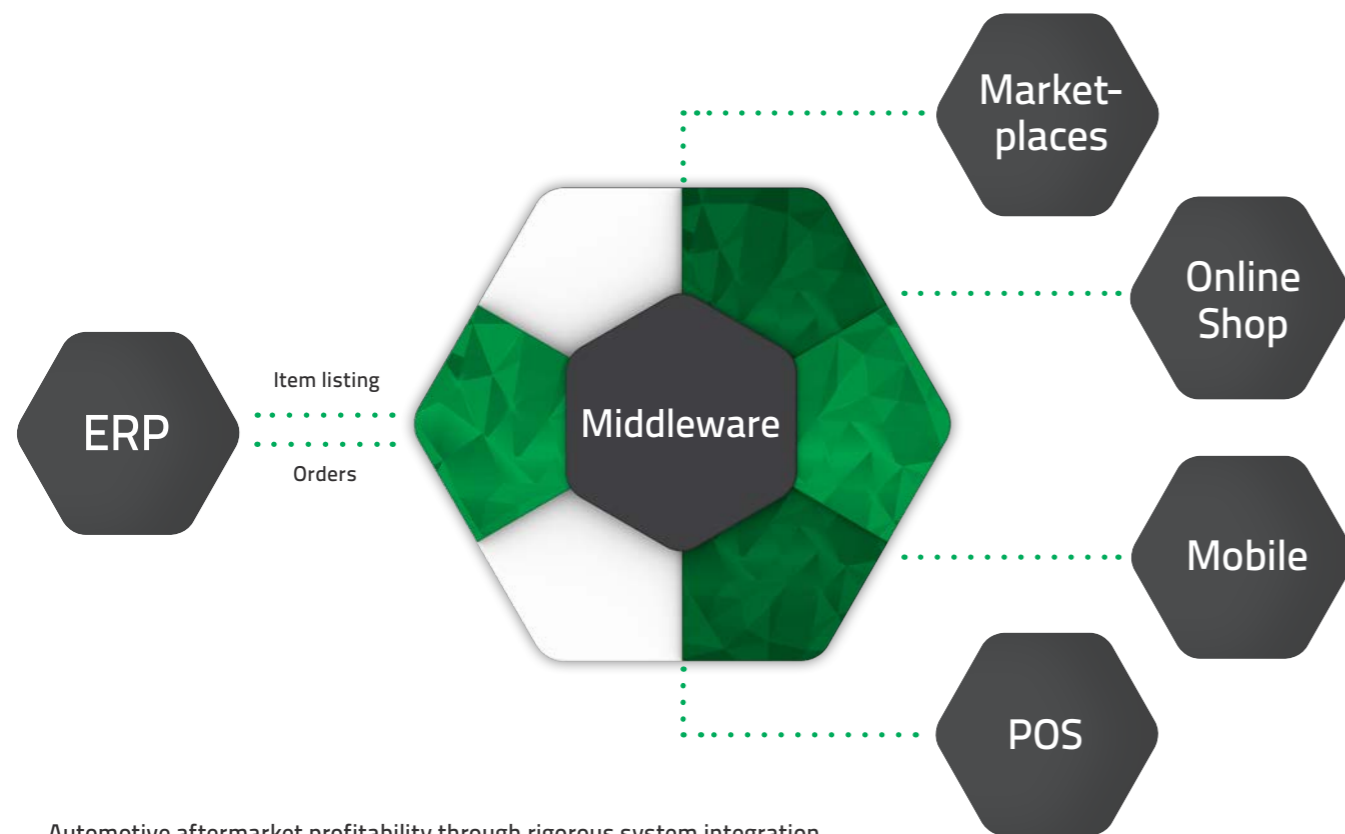


8 KEYS TO SUCCESS

Future-proof process integration in the
digital automotive aftermarket





Automotive aftermarket profitability through rigorous system integration



OMNI-CHANNEL DISTRIBUTION

Automated selling via shop, eBay, Amazon & co.

The automotive aftermarket will face major challenges in the coming years. Digitalisation is revolutionising customer behaviour and comes with the promise of winning customers via new distribution channels. The aim must be to pick up customers precisely where they are, whether online, mobile or at the POS (point of sale).

It's all about "customer centricity". This means business strategies will have to integrate the most important trade platforms. For omni-channel retail by classic and digital means. An online shop lets you win repeat buyers and regular customers, while eBay, Amazon & co. guarantee a wide reach and significant traffic. Customers use the diversity of content to compare products and place their orders. But decision-makers in mid-sized enterprises face the make-or-buy decision when leveraging marketplace presence, namely to establish their own R&D departments or to place their trust in solutions by skilled industry experts.

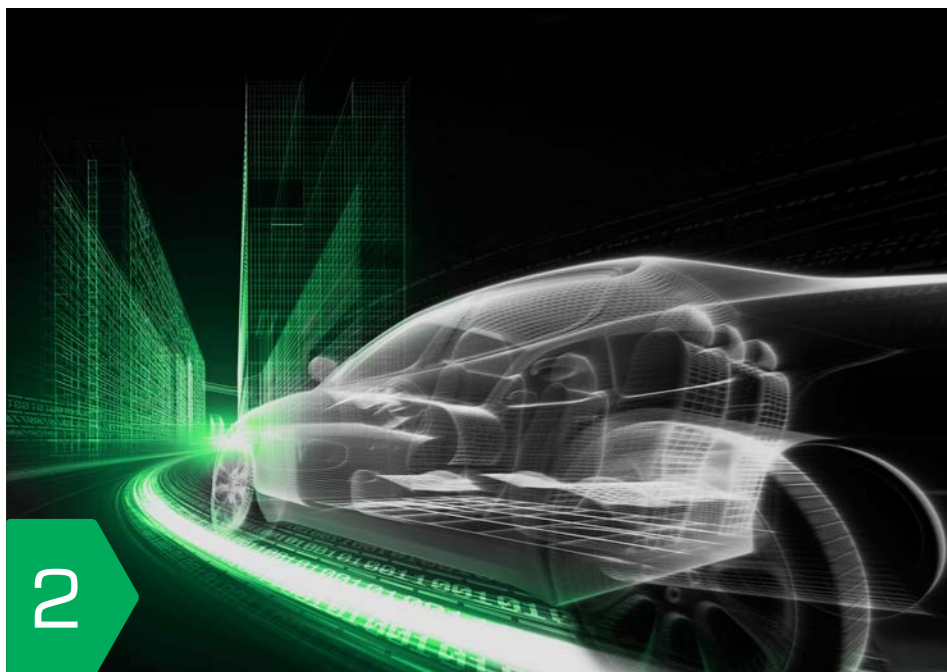
A **middleware** connects the worlds of ERP and e-commerce, distributing the parts and tyre portfolios across the most important trading platforms. Automatic functions simplify and speed up order management. Special processes like eBay Plus, Amazon Prime or Amazon FBA (Fulfillment By Amazon) are supported and prioritised, generating positive ratings and upping the chances of leveraging sales.

The **middleware** accelerates the time to market, allowing automotive aftermarket providers to tap the vital customer touchpoints. Now and in the future.

Central middleware

Marketplaces for added reach

Deep integration for eBay, Amazon & co.



2

Rapid responses to market changes.
Always up with the latest trends.

FUTURE-PROOF

Bespoke modularity for rapid responses.

The future of digital commerce will hinge on its ability to respond quickly to market signals. Companies with high-growth strategies require flexible software environments. A software foundation with swift reactivity.

The winners will be those that adapt to changes without time-lag, be it due to market transformation or fluctuation in a dynamic market environment. To stay future-proof, all distribution channel interfaces need to be rigorously updated. In an ideal scenario, the middleware will act as the connecting link and synchronisation unit within the software infrastructure – remaining flexibly updatable and responsive without compromising the integrated system.

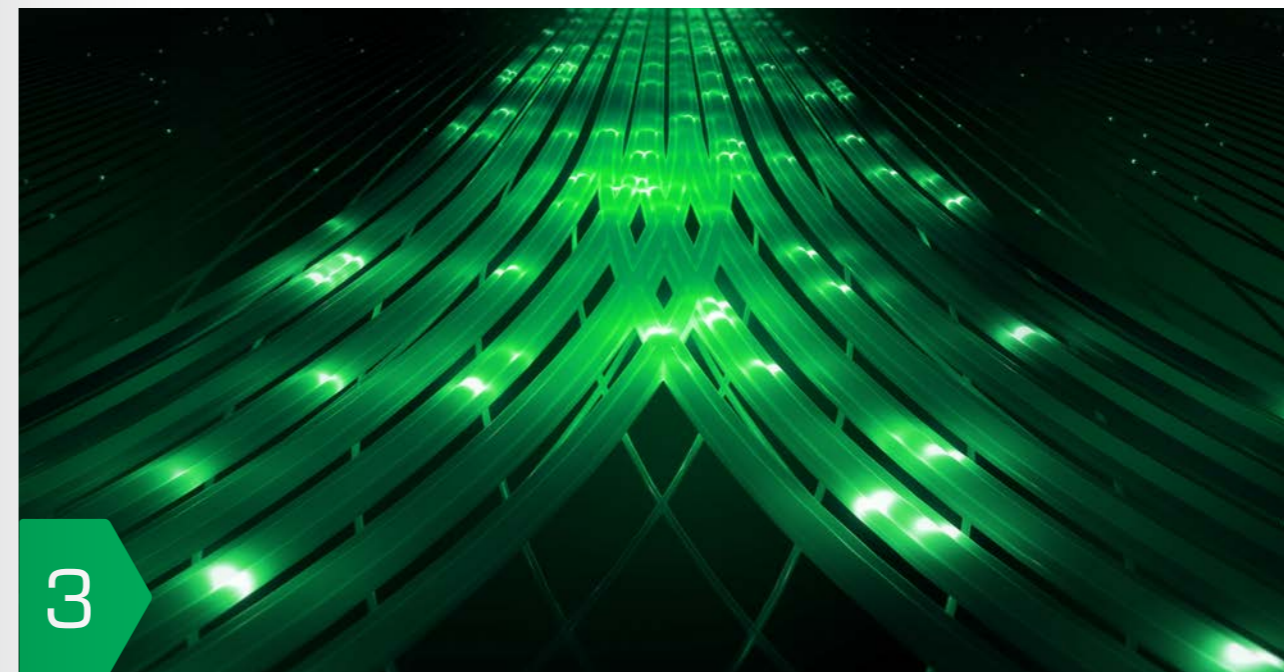
The benefit of a modular, future proof middleware: interfaces are flexible tools to compensate change, even when switching strategy. Dealers in the automotive aftermarket benefit from custom-built eCommerce and a reliable system thanks to regular updates.

Fixed licensees guarantee complete cost control. Companies only pay for what they actually use. Sales commissions or payments for unused channels are a thing of the past. Continuous development keeps the system consistently state-of-the-art. Always up with the latest trends.

Based on future-proof, modular platform technology

Dynamic responses to market developments

Ideal foundation for lasting business



3

OPENNESS

Compatible with ERP systems and profitable growth.

The road to customer satisfaction and repeat business in the online automotive aftermarket is to offer convincing service. For this to happen, dealers need to provide seamless processes. From the shopping basket with tyre set and brake system, to the last hidden corner of the provider's ERP system. Insular systems obstruct smooth workflows and get in the way of expansion. Modular and expandable technology drives corporate growth in an age of digital transformation.

The goal is to roll out an universally compatible middleware. Here, a modular platform provides a scalable foundation to build tomorrow's B2C/B2B automotive aftermarket. Compatible with professional partner solutions throughout the value chain, including products from the areas of ERP, logistics or payment.

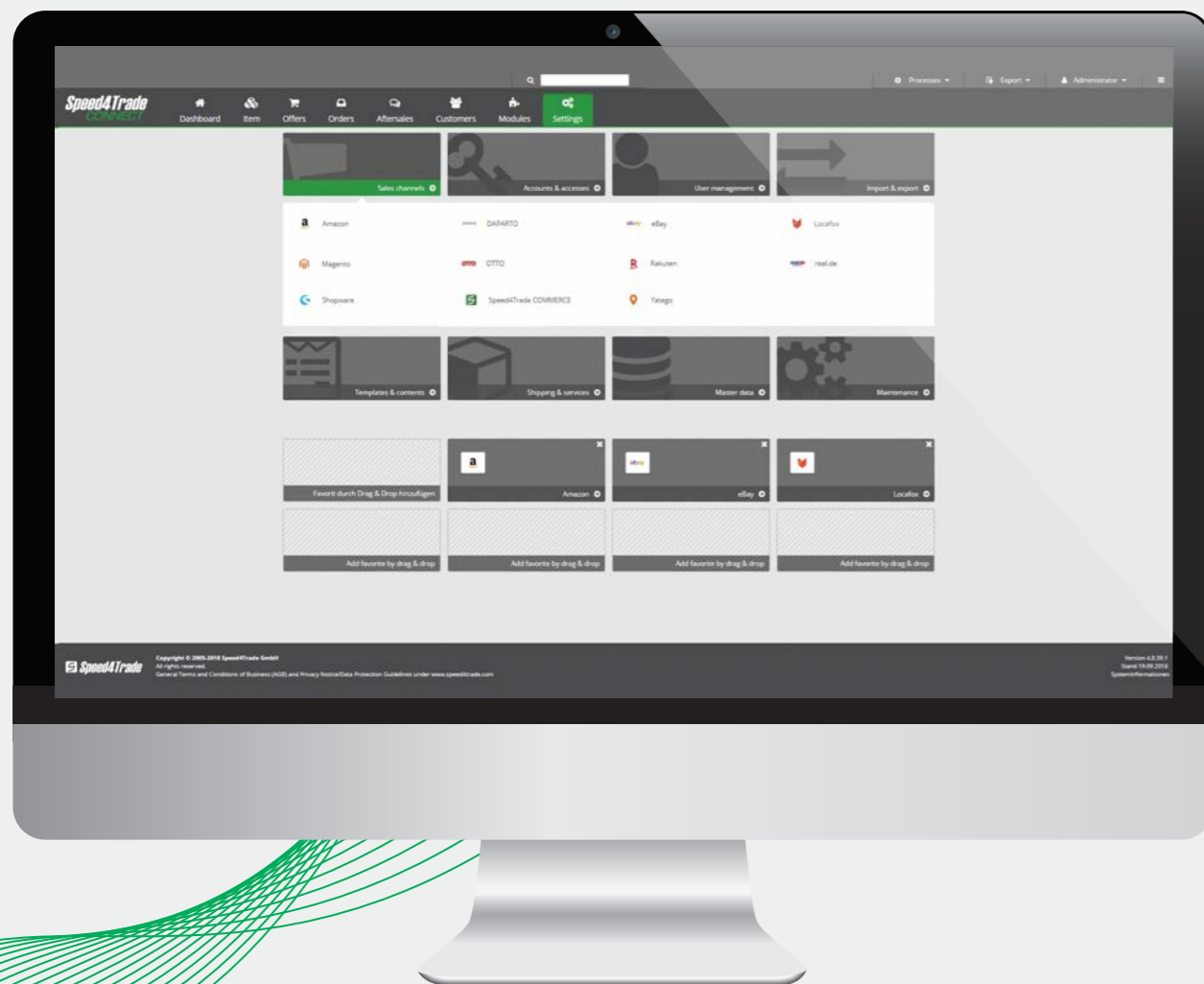
Variably programmable interfaces (API) allow seamless integration of eCommerce processes in the ERP user interface of SAP & co, producing highly automated, end-to-end item and transaction management across all channels.

A platform architecture with flexible scalability generates profitable growth and lean processes. Internationalisation strategies show their full potential thanks to multiple mandators, users, marketplace accounts and language settings.

Smooth integration of eCommerce processes in the ERP system environment

Open standards for the efficient connection of third-party systems

Scalable platform architecture to support expansion



Example: Speed4Trade CONNECT - Cockpit for marketplace listing and order management



4

COCKPIT

User-friendly cockpit for omni-channel sales.

Dealers on the automotive aftermarket must adopt digital strategies and make their processes digital-ready. The key: one cockpit, instead of rigidly insular solutions. End-to-end integration in the omni-channel value chain. Automated, consistent, secure.

The whole process must be frictionless. One **middle-ware** to connect the ERP system with online shops, marketplaces and the POS. To achieve this, an advanced platform will reflect only the highest standards of quality and ease of use. Import processes, prices, inventory and orders are managed at a central repository.

Channel integration enables truly versatile distribution strategies. For instance, dealerships and garage chains can integrate retailer networks to implement innovative models like click & collect (ordered online, picked up in the store), presenting an unbeatable opportunity to cross-sell additional mounting or repair services and to advise your customers face-to-face.

However extensive the features are, operating the middleware is entirely intuitive: the user menu keeps clickstreams short to ensure easy navigation. Inherent to a cockpit for successful dealings on the automotive aftermarket is the principle of maintaining maximum process centralisation, while still retaining the marketplace's individual character.

Consistent, end-to-end processes across the value chain

Additional distribution options through channel integration

Intuitive user guidance



Central data maintenance and inclusion of large portfolios on all channels.

5



PRODUCT DATA MANAGEMENT

Enhancement of data-driven aftermarket portfolios.

Easily retrievable listings with complete information are vital in the automotive aftermarket if online shops and marketplaces wish to attract new customers. They build trust and create a unique shopping and service experience.

In turn, dealers will record fewer returns if vehicle parts are shown next to their precise compatibilities. First-class product data management (PDM) or product information management (PIM) is vital for data-driven aftermarket portfolios in particular.

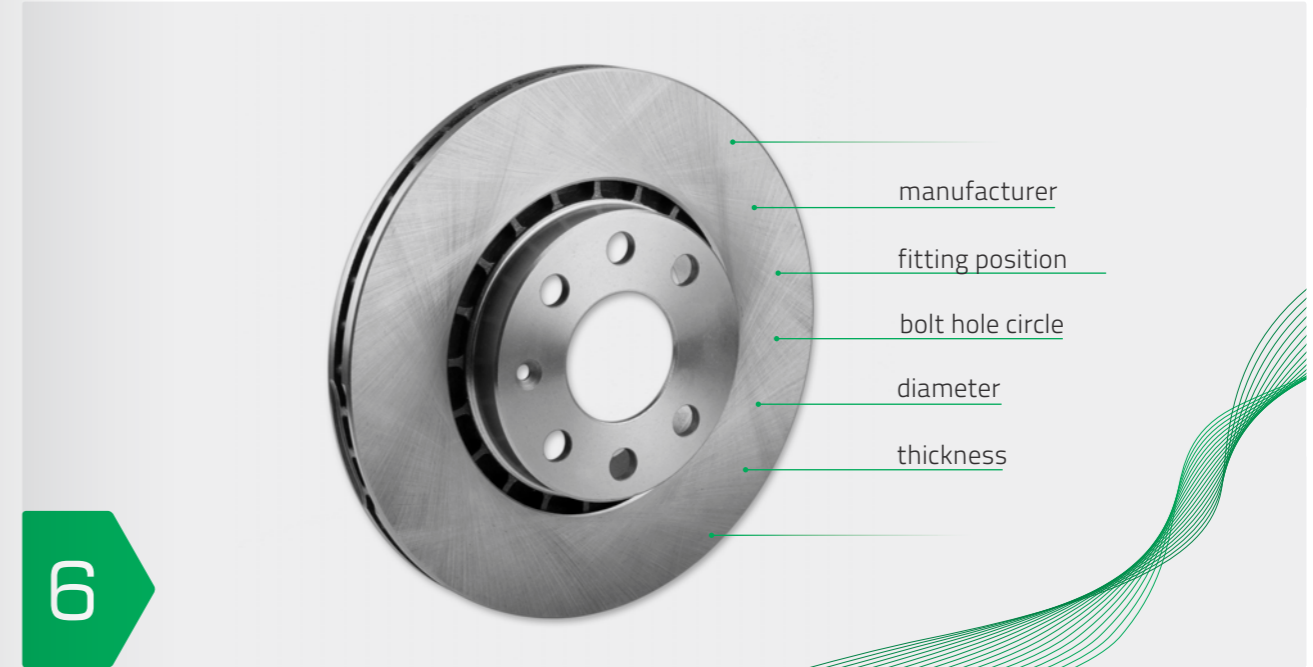
The **middleware's** PDM/PIM module ticks all the boxes here, providing powerful enhancement functions for bestselling product catalogues. The data source: spare parts catalogues like those from TecDoc, the leading data pool for quality parts manufacturers, or other data providers such as automakers or wholesalers.

Integrating a spare parts catalogue lets your customers see essential information such as compatible vehicles for brake discs, exhaust systems and the like.

Predefined text and image components are merged automatically with product data to create bestselling listings. Smart additional functions, such as synonym recognition, transform product designations into user-friendly, effective search texts. This ensures pinpoint presentation of item specifics for individual variants (characteristics such as models or modes) or product set listings.

- PDM/PIM module for central data enrichment**
- Complete output of vehicle compatibilities
- Integration of established parts catalogues like TecDoc and others

6



CENTRAL ATTRIBUTE MANAGEMENT

Strong product attribute filters for optimum visibility.

Consumers and business customers want quick navigation to the relevant part listings on the Internet. Filterable product attributes like "manufacturer" or "fitting position" are crucial. They allow buyers to access products and define the selection precisely.

Meaningful attributes must be added to part listings in order to rank highly in search results. The attributes must be specific to the individual selling channel, be it the B2C/B2B online shop or a high-reach marketplace like eBay or Amazon.

It takes an agile **middleware** to enhance part portfolios with large numbers of attributes for digital commerce environments. Like in a PIM system, the attributes are mapped for any ERP and automatically updated on the

specific channel. Targeted, classified part listings are guaranteed by freely definable attribute designations and values, alongside smart attribute sets.

The dataset for bestselling attributes can be taken from an ERP system like SAP or from specific parts catalogues such as TecDoc. It is no longer necessary to complete the laborious process of adding the attributes to multiple channels by hand. For your efficient omni-channel strategies with optimum product searchability.

- PIM unit with highly flexible, performant attribute management**
- Filter attributes ensure top rankings in search results
- Attribute mapping for ERP datasets or from part catalogues



AUTOMATION

Highly automatic, dynamic pricing.

Online commerce is a relentless battleground, where the price war is waged via shops and marketplaces. The next cheapest provider on the Internet is just one click away. The ability to adapt prices flexibly is crucial to securing an edge in the fiercely competitive environment.

Adaptive, highly dynamic price management and rule-based, automatic functions provide relief. Variable price lists, importable for all distribution channels, adjust prices for limited promotional periods. Well-organised stock management is another indispensable part of multi-channel strategies. Interactive stock balancing prevents overselling or sold-out items across all distribution channels. Integrated payment management provides a variety of import functions for the automatic entry of incoming payments.

A **middleware** used in an aftersales setting should include various multilingual email templates to communicate with buyers, for instance initial notifications,

payment confirmations or shipping notices. A broad variety of automatic functions take care of import processes, order retrieval or communication with the buyer. **Integrated, structured and automatic.**

Automatic sales fulfilment allows dealers to focus their attention on the core business. Freed capacities can therefore be used meaningfully elsewhere. The outcome of automated processes: an end-to-end customer journey across all touchpoints and higher conversion for the dealer.

Import of variable price lists possible

Cross-channel price list and stock balancing

Automatic functions reduce manual processes



SUCCESSFULLY TESTED

Application scenarios for Speed4Trade CONNECT.

Cockpit for a pan-European automotive aftermarket dealer

The parts dealer uses **Speed4Trade CONNECT** as middleware to control all distribution channels. Several hundred thousand spare/wear parts are listed in the online shop (basis: **Speed4Trade COMMERCE**) and on eBay, Amazon and DAPARTO. The dealer benefits from the integration of SAP, TecDoc and its proprietary catalogue of spare parts. Automatic data enrichment creates bestselling online listings.

Marketplace integration for an international tyre retail group

The tyre portfolio is optimised and exported for presentation on eBay and Amazon. For instance, typical tyre specifics are translated into marketplace-compliant attributes to ensure top rankings in the search results. Listings are orchestrated using the respective marketplace's "presentation template". Real-time communication with an external reconciliation server synchronises prices and stocks.

Click & collect for a car dealership group operating in the DACH region

The group leverages the selling power of its dealerships. Items are sold on eBay, for instance, as fast movers and as original accessories. Additional business is generated with remaining spare parts, including installation services in local garages (click & collect). **Speed4Trade CONNECT** is deployed as a multi-mandator SaaS solution (Software-as-a-Service) and is connected to the dealer management system and external logistics solutions.

For a list of Speed4Trade's successful testimonials, visit:
goto.speed4trade.com/referenzen



The **Speed4Trade GmbH** develops software for the digital trade. The eCommerce software house specialises in building platforms (e.g. online shops, marketplaces, service portals) and connecting them with existing IT systems. Speed4Trade primarily accompanies manufacturers and dealers of the automotive parts and tyre market to realise digital business models with automated processes. With the vision "Reducing the distance to customers through digital solutions" Speed4Trade gives providers access to customers and sales efficiently, securely and cost-reduced. For more than 15 years, the experienced software architects have been supporting their customers in all phases of their digitisation projects, from consulting to support. The internationally active, owner-managed software house with 100 employees is located in Altenstadt an der Waldnaab, Bavaria.

We would be glad to advise you.

