



TecAlliance

# Enabling the Digital Aftermarket

# **TecDoc Mobile Individual**

**Customer-specific, mobile catalogue for the automotive aftermarket**

# TecDoc Mobile Individual



- Customer-specific, mobile catalogue for the automotive aftermarket
- Custom-made app for manufacturers
- Provide detailed information on your articles, retail outlets, latest innovations and marketing information
- Efficient and modern communication channel
- Reach your customers worldwide
- iOS app available to download via iTunes
- Android app available to download via Google Play and via local Android stores in China
- Browser version of the app for use with other mobile devices or PCs



# The solution at a glance

- Article search via article, OEM, IAM, or Trade Number or barcode scan
- Full display of article details including images and documents
- Search by vehicle by selecting manufacturer – model series – type, engine search, VIN entry or country-specific number plate search
- Detailed information on locations/sales outlets including display in Bing Maps
- Spare parts authentication via MAPP code scan
- Display of news and social media links
- Regular app use statistics

## Key facts

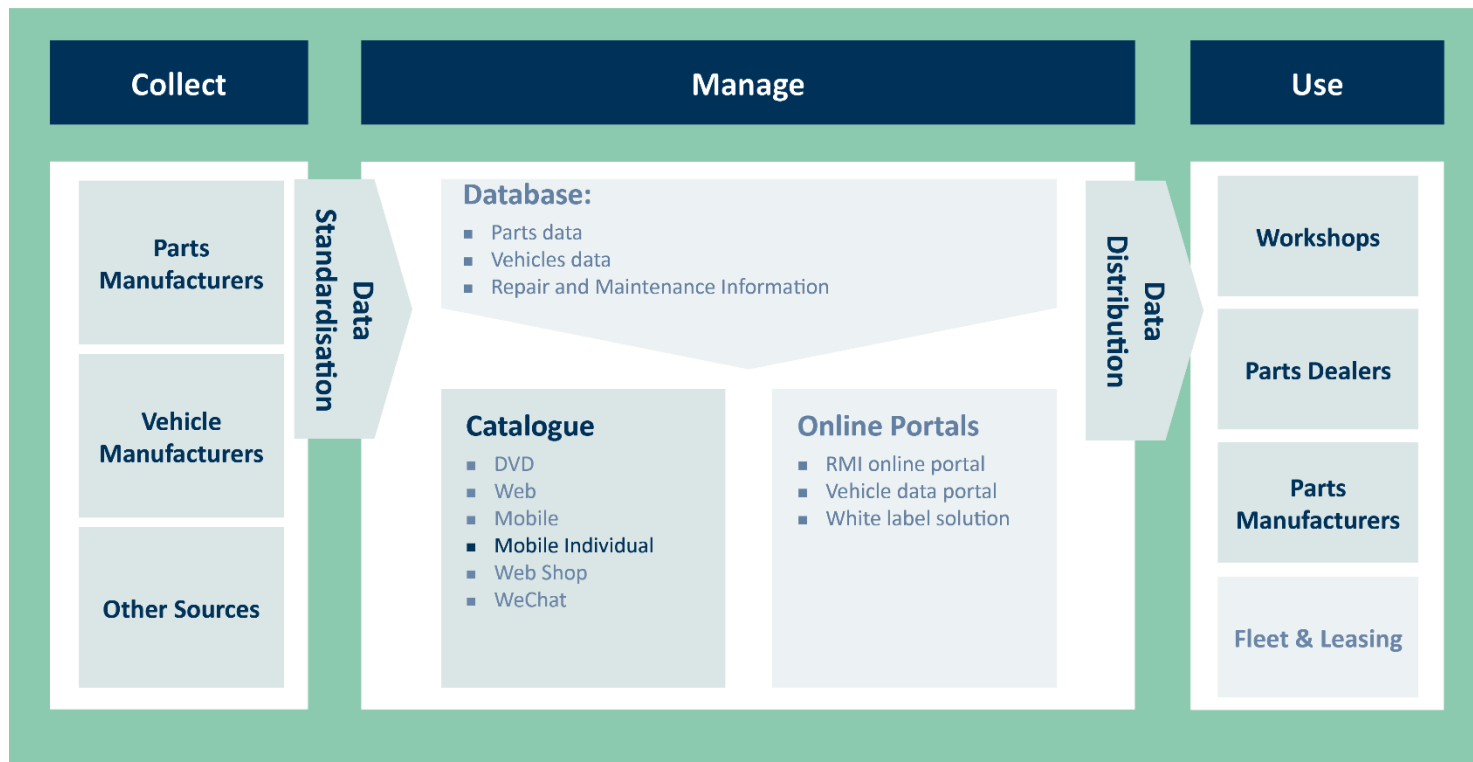
### **Approx. 110,000** Vehicle types

- 74,600 PC-types
- 35,500 CV-types
- 7,500 2-wheeled-vehicles

### **> 6.3 Mio.** Product articles

- Approx. 224 million vehicle links
- Standardised in 35 languages
- Product descriptions of 670 brands

# How the solution works



# Why TecDoc Mobile Individual?



- Individually-branded app for presenting your product and company information
- Perfect marketing tool for reaching your customers worldwide
- Modular, mobile catalogue with easy-to-use user interface for access to your product information
- Tailored for different regions
- Fast, simple search for the right spare part by scanning/entering a number or vehicle selection
- Based on the central TecDoc Catalogue
- Bereitstellung von monatlichen Statistiken zur App-Nutzung
- Monthly statistics on app use
- Also as a browser version for laptops and PCs



# Why TecAlliance?



With data, processes, integrated solutions and comprehensive consulting services, TecAlliance creates an infrastructure for the market participants in the digital aftermarket that makes you more successful for the long run.



TecAlliance

**Thank you for your attention**