

Product Management Analytics (TecPMA)

Online analysis tool for successful product management in the automotive aftermarket

With this web solution, industry customers can quickly and easily create gap and competitive analysis reports for the European and Chinese markets. The product and catalogue data management can determine its activities from the gaps revealed in the product range and data; it can then prioritise them based on VIO (vehicles in operation = vehicle population) figures. Detailed analysis supports daily operations while compact management reports provide regular reporting. The sales team obtains valuable selling points, e.g. country-specific coverage figures in comparison with competitors.

The tool helps trade customers in the European market to keep track of their suppliers and to make targeted purchasing decisions.

What does the solution consist of?

- Access to online service
- 17 different analysis options for competitor data from the TecAlliance portfolio, with options at the product group level for passenger cars and commercial vehicles
- Optional filter options:
 - Vehicle manufacturer
 - Model series
 - Type
 - Body and fuel type
- Centrally updated VIO figures with selection options at the country level

What does the solution do?

Guides the user step-by-step to the final report (Excel)

Shows gaps in the product range and possible first-to-market options

Recommendations for filling linkage gaps based on competitor data

Complete product comparison with competitors at the vehicle type level

Product group competitor matrix with the number of linked articles

Illustrates the linking progress of the continuously expanded vehicle master in the competitor comparison

Percentage of vehicle coverage per country

Additional analysis options specifically for links to engines

Product range competence

Market overview

Sales argumentation

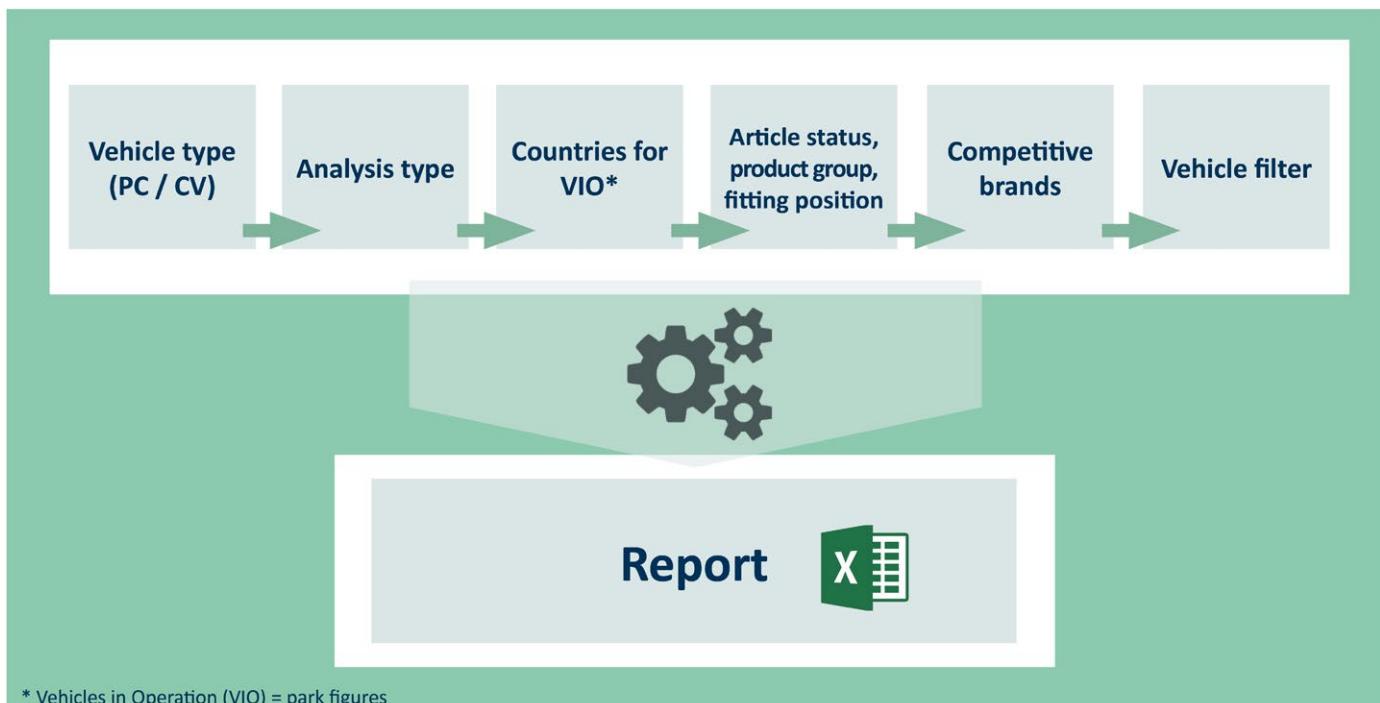
Competitive advantage

Product management



TecAlliance

The solution at a glance:



Why Product Management Analytics (TecPMA)?

- Shortened research time due to automated queries
- Simple user interface
- Rapid generation of customised Excel reports
- Competitor analysis based on TecDoc data
- Recognition of market opportunities by using VIOfigures
- Higher vehicle coverage thanks to information advantage
- Comfortable use of updated data due to report default values
- Multi-user capacity
- Low administrative overhead thanks to comfortable online access

Key facts

17 different analysis types

up to 100 competitors per analysis

- depending on analysis type
- per product group

Some of our customers:

- | | |
|----------------------|------------------------|
| ▪ Brembo | ▪ First Line |
| ▪ Corteco | ▪ Japanparts |
| ▪ Denso | ▪ Klarius Product |
| ▪ Comline Auto Parts | ▪ Metelli |
| ▪ Continental | ▪ Remy |
| ▪ Elta Automotive | ▪ Seguridad Industrial |
| ▪ Exedy Clutch | ▪ Trico |
| ▪ Exo Automotive | ▪ UFI Filters |

For more information visit our homepage:
www.tecalliance.net or simply call us!

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 in the long term.

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