

# GEBA taps into international markets with the TecDoc Catalogue

In Vettelschoss in Rhineland-Palatinate, Germany, GEBA-Autoteile GmbH has been producing water pumps in original-equipment quality for passenger cars and trucks since 1964. Thanks to sophisticated logistics processes, the company delivers an average of 1,500 water pumps every day immediately after receipt of the order to customers all over the world. High quality standards and the 'First on Market' philosophy form the basis for its success. In order to increase awareness in international markets, the water pump specialist from the Westerwald decided to become a data supplier to TecAlliance. The medium-sized company has recently been represented in the TecDoc Catalogue with more than 850 different types of water pumps for European vehicles. The TecDoc Catalogue is one of the leading spare parts catalogues across the world.

Frank Herrmann has been managing the GEBA-Autoteile GmbH since 2004, developing it into one of the leading manufacturers of water pumps for European motor vehicles in the independent aftermarket. „Quality made in Germany“ is the guiding principle that the nephew of the family-owned company's founder consistently applies to all the company's business divisions. The high-quality housings of the water pumps are manufactured from die-cast aluminium to reduce weight. Maintenance-free bearing shafts and mechanical seals are designed for high loads and durability. GEBA is one of the fastest suppliers in the market because it is generally the first manufacturer to offer state-of-the-art water pumps. Thanks to its high warehouse capacity, it guarantees the shortest delivery times for its more than 850 different water pumps. Moreover, a certification for ISO 9001 and comprehensive quality assurance measures ensure maximum customer satisfaction.



*Drive cool with quality*

## Increasing awareness in the international aftermarket

„Our 'First on Market' philosophy and our high quality standards guarantee us a brisk business. Our self-image commits us to a high degree of visibility in the market,“ says Frank Herrmann, justifying the move to TecAlliance. The major customers had especially encouraged him to join the TecDoc Catalogue. „We already deliver to Europe, USA and Asia and are well positioned. But with TecAlliance, we want to raise the profile of our brand and products in the global independent aftermarket to make better use of our potential,“ says Frank Herrmann, clarifying his decision in favour of one of the world's leading suppliers in the automotive data management market.

As a TecAlliance data supplier, GEBA-Autoteile GmbH will benefit in future from the visibility of its water pumps, including part numbers and product and maintenance descriptions, at point of sale to traders and workshops across the globe. As one of the world's largest spare parts catalogues for the independent automotive aftermarket, the TecDoc Catalogue now includes more than 700 product brands and data for 6.6 million products with 254 million links in 48 product groups. Version 3.0 of the TecDoc Catalogue, which was released in early January 2019, is even easier to use with its intuitive search functions. Up-to-date, comprehensive

repair and maintenance information has been added – making it one of the preferred sources for spare part identification.

## Data maintenance at GEBA – almost perfect

Data suppliers must meet high data quality standards at TecAlliance. These requirements are based on the TecDoc Standard. According to its criteria and specifications, vehicles and spare parts from all manufacturers are recorded and documented. The globally recognised data format, which is celebrating its 25th anniversary in 2019, allows for unambiguous spare parts identification in 140 countries on six continents. This enables smooth cooperation among parts manufacturers, traders and workshops and the complete digitisation of the entire supply chain. Moreover, the TecDoc Standard, which stands for the highest data quality, ensures comparability, efficiency and transparency of products in the worldwide automotive aftermarket.

Before the first data delivery for the TecDoc Catalogue, prospective data suppliers must check their own data, since entering just items or product numbers is not enough. For each product line or associated individual dataset per item, the data manager must collect specific information from different data sources. For GEBA-Autoteile GmbH, the basis for joining the

**“In the TecDoc Catalogue, we will now experience optimum product communication for our water pumps so that we can present them to our customers even more professionally and reliably at the point of sale”**

*Frank Herrmann  
CEO GEBA-Autoteile GmbH*



TecDoc Catalogue as a data supplier was almost optimal. This is because Frank Herrmann has been working on the digital transformation of the company, using innovative IT solutions with the greatest user value. Of course, the book-keeping process has already been digitised. For 11 years, the family business has been operating an MMS, from which it could generate the data, process it and finally upload it to the TecDoc Catalogue.

#### **Ready for the catalogue in just a few days**

Before the launch, TecAlliance conducted an onboarding training course in Vettelschoss in which two GEBA employees participated. The course explained the features of the Data Maintenance Module (DMM), which is already included in the data supplier contract and used by GEBA to import, check and submit data. After the training, the GEBA employees were able to complete and upload the data from the 850 different water pumps within a few days. „Data onboarding in the TecDoc data format was easy for our employees. Linking to the standardised product designations, attributes and vehicle data and the conversion to the TecDoc Standard did not cause us any major difficulties“, says Frank Herrmann, demonstrating his satisfaction.

The DMM simplifies the preparation and regular maintenance of product data in the TecDoc Catalogue. The innovative tool assists employ-

ees with an integrated check of GEBA product data for compliance with the TecDoc Standard and provides preset transport paths for easy data transfer. It also allows for the maintenance and updating of context-sensitive graphics such as exploded drawings. The locally hosted software solution ensures efficient data management by supporting the entire process chain with comprehensive standard functions. Data validation for the TecDoc Test Catalogue guarantees that all data meets the stringent quality requirements during delivery and the monthly or weekly updates.

#### **Optimal workflows assist TecAlliance-certified data suppliers and data users**

GEBA profits from the translation service of TecAlliance because the TecDoc Catalogue is available to customers in 35 languages. This service guarantees that a water pump, even with its generic name „water pump“, is correctly translated in all languages and that the products can be clearly identified by all workshops in the market. Until now, the TecDoc Catalogue has listed more than 110,000 vehicle types as well as axles, engines and two-wheelers, forming the backbone of the manufacturer-independent aftermarket.

GEBA customers benefit from the improved in-depth integration of manufacturer-compli-

ant Repair and Maintenance Information (RMI) in the TecDoc Catalogue. With RMI, users can access a variety of information directly from the spare parts search. The system is component-driven and clearly structured. The scope, quality and up-to-date status of the data and information in the TecDoc Catalogue make it possible for independent workshops to offer vehicle maintenance in line with the manufacturer's specifications, maintaining the manufacturer's warranty. Frank Herrmann is convinced, „As TecAlliance-certified data suppliers, we can contribute to maintaining the long-term value of engines“. When it comes to changing timing belts or timing chains, manufacturers recommend the simultaneous replacement of the water pump for almost all engines. By using digital workflows, TecDoc users see these manufacturer specifications so that they can order GEBA water pumps at the same time. „I am impressed at how well integrated we will be into this digital workflow in the future. In the TecDoc Catalogue, we will now experience optimum product communication for our water pumps so that we can present them to our customers even more professionally and reliably at the point of sale,“ sums up Frank Herrmann.

#### **Why TecAlliance?**

With data, processes, integrated solutions and comprehensive consulting services, TecAlliance provides a portfolio for the market participants in the digital aftermarket that makes you more successful in the long term.

**TecAlliance GmbH**  
Steinheilstraße 10  
85737 Ismaning  
Germany

**Contact:**  
**+49 2203 2020 200**  
**sales@tecalliance.net**  
**www.TecAlliance.net**



**TecAlliance**

**Driving the Digital Aftermarket**