

Product Management Analytics (PMA)

Analysis tool for optimizing product portfolio, range and catalog data in comparison to competitors based on TecDoc Catalogue Data, VIO Data and TecDoc Web Catalogue Usage Data.

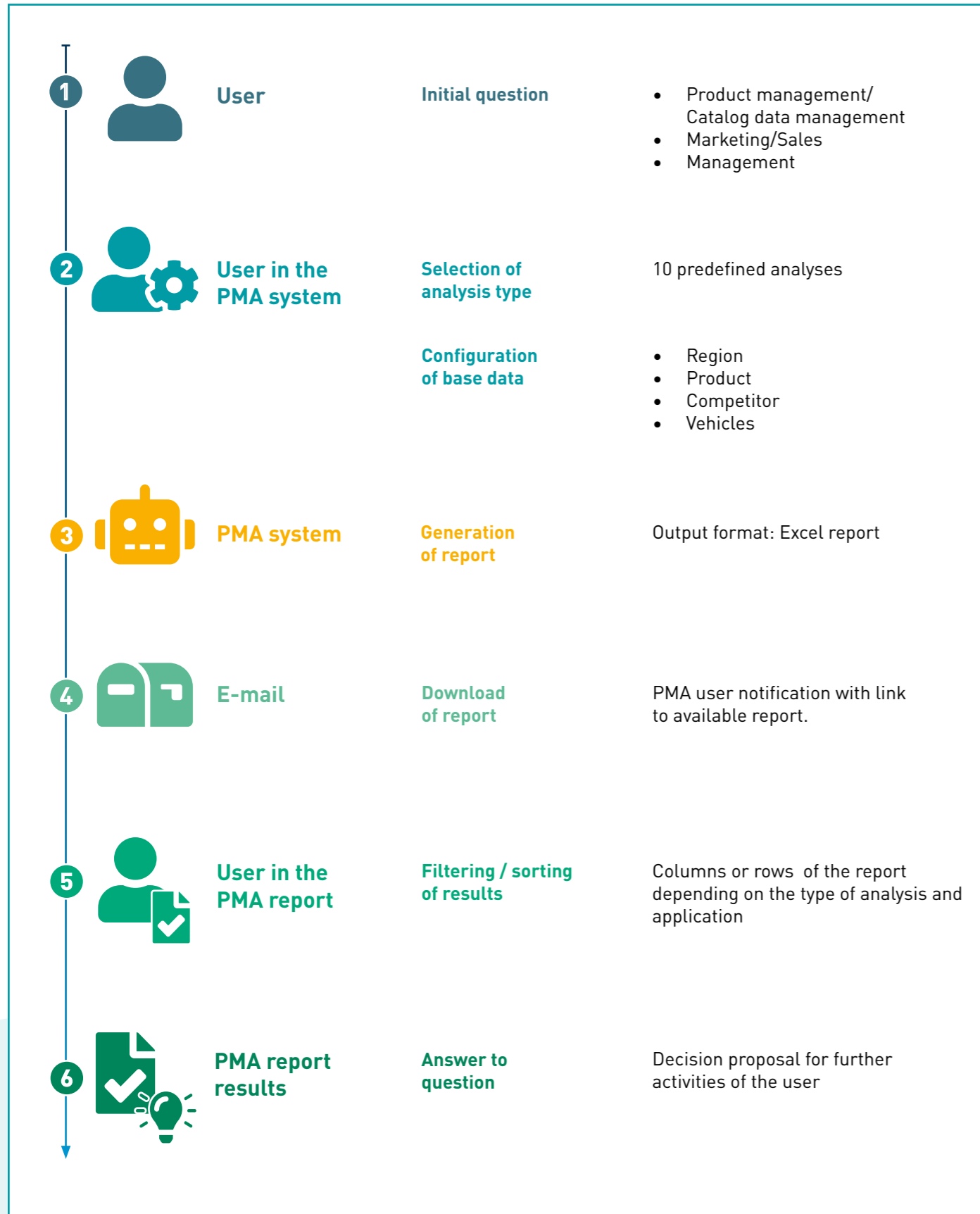
With Product Management Analytics (PMA) we offer our TecDoc data suppliers an online tool for data analysis and reporting for product range and portfolio management. This powerful module supports you with predefined data analyses for key product and portfolio management decisions.

Step-by-step you will get to the final Excel report. This enables you to uncover particular strengths of your own product range and identify optimization potential through gap analyses. The continuous and standardized market and competition monitoring provides you with the basis for strong sales arguments.

Product managers can use the knowledge gained to supplement existing catalogue data in a targeted manner. In this way, the vehicle stock coverage can be noticeably improved; both through the existing product range and through the introduction of new products in revealed profitable market gaps.

Based on the system proposals, the probability of displaying your own products in catalogues based on TecDoc data can be increased. Car repair shops and the parts trade will then come across the respective brand more often during catalogue research.

PMA supported workflow

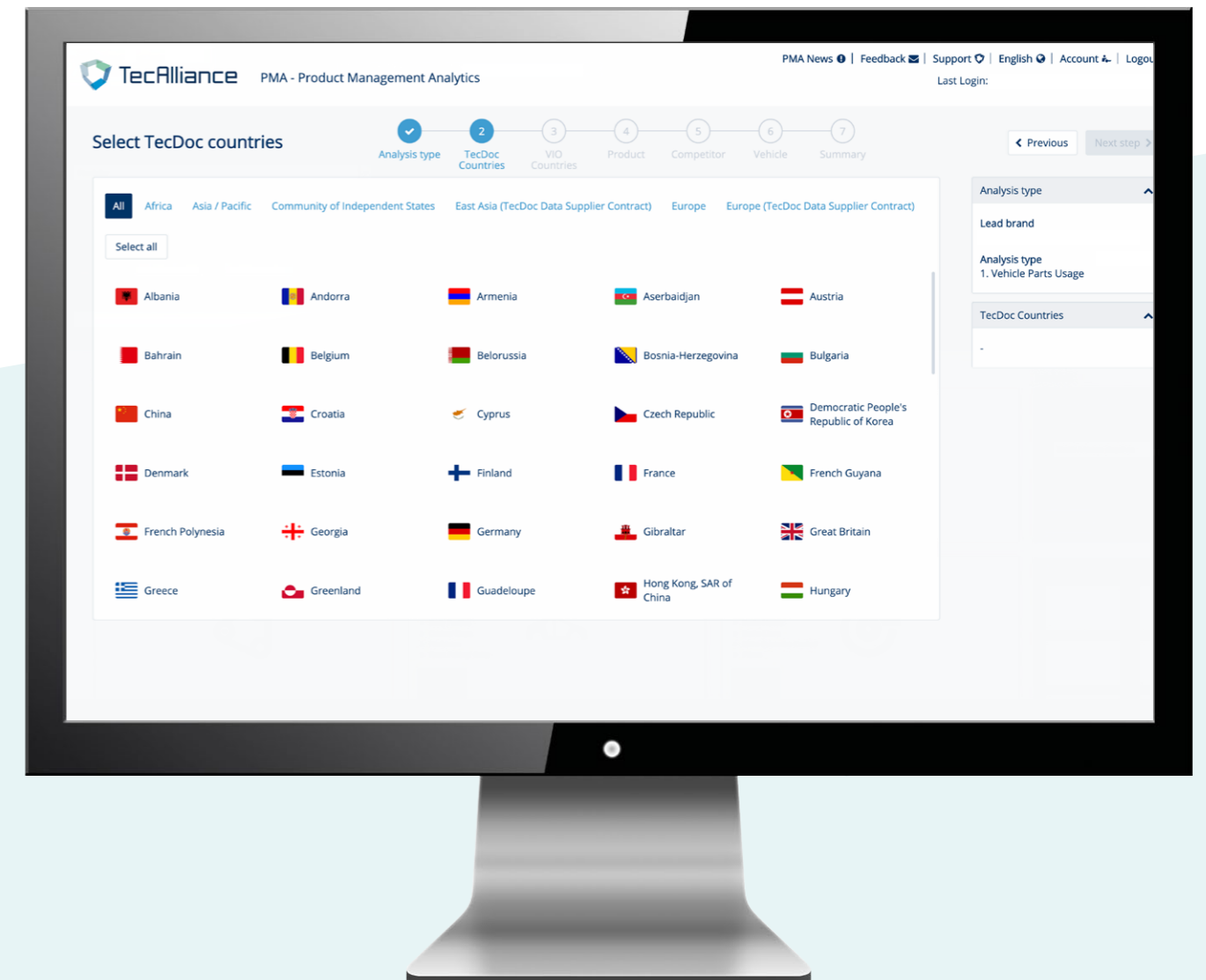


Our offer

- Intuitive user interface
- Step-by-step to the finished Excel report
- Individual configuration of results reports (e.g. by brand, region, product, vehicle manufacturer, model and year)
- Predefined analysis types, including various gap analyses based on TecDoc data
- Data-based system proposals to supplement missing vehicle links, missing OU Cross and IAM Cross references
- Information on the relevance of the vehicle types per country (VIO Data), as well as the most sought-after OE references (TecDoc Web Catalogue Usage Data)
- Central software and data updating by TecAlliance

Your benefit

- Comprehensive overview of strengths and weaknesses of the respective product range
- Competitor ranking based on percentage of vehicle stock coverage
- Country, regional or global reports
- Fast results with data-based suggestions for closing gaps
- Prioritization of the data or product gaps discovered
- Display of unused sales potential
- Basis for strong sales arguments
- Worldwide availability and multi-user capability





Why PMA?

Integrated TecDoc data, VIO data and TecDoc Web Usage data as well as the central software and data update by TecAlliance enable you to concentrate on the implementation of the findings from the results reports:

- Achieve maximum display frequency for already available products in TecDoc based catalogs
- you benefit from significant market opportunities for new product launches

You save time and money because you:

- quickly and easily receive valuable results reports as a basis for decision-making and argumentation
- immediately gain an overview of the main market opportunities
- reduce the research effort for missing parts usage information, and OE cross and IAM cross references in existing product ranges and for portfolio extensions
- set results based on TecDoc standard that support further processes such as maintaining proposals for your next data delivery to TecAlliance
- save own hosting and maintenance costs

Would you like to optimize your portfolio?

With Product Management Analytics (PMA) we offer you a valuable data analysis and reporting tool for your product range and portfolio management.

Just contact us!

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.

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