



Instant Data Processing (IDP) worldwide: How you can focus only on the data content, not the format, in the future thanks to our new interface

Expert talk part 3:

Jürgen Mehlis, EVP Data Manager Products and Camiel Cobben, Product Owner

The automotive aftermarket is a highly competitive and fast moving market. To be successful here, parts manufacturers need to be first to market and ensure that the most up-to-date and accurate information about their products is available at all times. TecAlliance, one of the world's leading data specialists for the digital automotive aftermarket, is revolutionizing product data management with Instant Data Processing (IDP). The new interface enables TecDoc data to be updated in real time. This increases flexibility and shortens time-to-market for data suppliers and recipients.

Jürgen Mehlis and Camiel Cobben met to talk about this revolutionary development.

Jürgen Mehlis: "We talked about deal-

ers in the last part of our talk. Now let's look at the repair shops. The customer group that does the repair work. They are ultimately the customers who have to identify the correct part number and have it ready for their repair order. What is the benefit for a repair shop when we launch the IDP interface?

IDP IN THE DAILY WORKSHOP ROUTINE

Camiel Cobben: "Of course, the workshop also has access to the latest parts available. So as soon as there is a new part that is delivered by our suppliers, the workshop will have access to it. Error corrections that may be in the data are also supplied."

Jürgen Mehlis: "IDP is not an idea that was born four weeks ago, but a project

that we have been working on for a while with a lot of energy and emphasis. As a team, you certainly encountered a lot of challenges during the development phase. Let's talk a little bit about how you, with your team, overcame them and how you moved IDP's development forward."

THE DEVELOPMENT PHASE OF IDP AND ITS CHALLENGES

Camiel Cobben: "One of TecAlliance's strengths is that we as a company have a lot of expertise in many different areas. We are close to the customer. We know the challenges the customer faces and we also have the IT knowledge. We have programmers and everything related to infrastructure. It's an area for us where we have our core competencies."

But we also need input from our customers. After a certain period of internal testing, we have a first prototype. We're now in a phase where we're working closely with a development partner and then having conversations with several customers to improve our system, to keep adding new features to it, and to make sure it has all the things that a product manager and a customer need."

Jürgen Mehlis: "Where do you see IDP in five years?"

Camiel Cobben: "From my point of view and also from our customers' point of view, there will be a global roll-out, so it will be a tool that is used on a global level. Product managers will need to be able to send the data from any location, instantly to any other location in the world. But as mentioned earlier, it will be used for other purposes as well. We also want to support this technology to provide our customers with the latest reference data that we have. That can be either OE data, VIO data or the vehicle information itself."

DELIVERING DATA CONTENT, NOT A SPECIFIC FORMAT

Jürgen Mehlis: "So in the next few years, we will change from a world where we have data packages to an ecosystem where we deliver deltas, net changes, where we have a data stream between customers: from parts manufacturers to dealers, from dealers to workshops, from TecAlliance to industry. So this system will work in real time?"

Camiel Cobben: "Exactly, yes. We will deliver data content, not a specific format. Our customer will be relieved, so they can focus on their daily work, which is to manufacture parts, have the data available properly, but not be forced to export data in any formats."

Jürgen Mehlis: "So what is the roll-out plan for the market launch? When do we start? How do we start? And when can the first customer benefit from IDP?"

Camiel Cobben: "Right now we are working on a customer pilot. From the beginning of 2021, we would like to roll it out to all other customers. We continue to develop IDP in an agile way by continuously improving our system."

Jürgen Mehlis: "We talked about the TecDoc format. ACES/PIES and MAM have also fallen. We know that our customers are confronted with the use of these data. It also happens that teams have doubled up on the customer side. One team focuses on TecDoc, the other team on ACES and PIES. And that's just to produce a format! How will that change with IDP?"

Camiel Cobben: "Imagine a world where you only have to focus on one type of data maintenance. That would be just adding the content, adding the vehicle attributes, adding all the assets, and so on. You wouldn't have to implement this in a second or even a third industry standard. That certainly saves you a lot of time then."

THANKS TO IDP, THE FOCUS IN PRODUCT MANAGEMENT IS ON THE CORE BUSINESS!

Jürgen Mehlis: "For sure. That means that thanks to IDP, the product manager focuses only on the vehicle, on its parts, on OE numbers, on pictures, on assets. He does his daily work, takes care of his core business. He can decide later which format he wants to use. He presses the button and produces the TecDoc format, from our central platform, or an ACES and PIES format. Is that possible through IDP?"

Camiel Cobben: "Yes, exactly. That's what we've found in very many years of working with customers, that transferring to different formats doubles or triples the actual work."

IDP IN GLOBAL ROLL-OUT

Strategically, we didn't just design IDP for Europe. We also developed IDP for customers in the rest of the world, for America and Asia-Pacific. In America - if you think about the customers there - you only focus on ACES and PIES. Customers there have their ACES vehicles, the VCDB, where the vehicle is explained in 'Year, Make, Model'. In TecDoc it is described by 'make, model, type, year' and so on.

That means if I'm a customer in the US and I'm connected through our parts catalog system, I manage the data in ACES and PIES standards. I then send the data to TecDoc through the IDP interface and we take it to our platform



Jürgen Mehlis
EVP Data Manager Products



Camiel Cobben
Product Owner IDP

and display it in our systems. We have the expertise in the North American market with our teams that are localized in the US. For us, it's a continuous evolution of our system, so this will definitely be one of the next steps after the initial phase."

Jürgen Mehlis: "This will definitely be a revolution in the independent after-market, because then I, as a product manager, will only have to focus on my parts data, on my vehicle data, and I won't have to worry about which format I have to produce. IDP will then be the interface, not multiple systems in the company that our customers use to maintain data."



It really is an exciting future ahead. I'm really looking forward to it and to IDP coming to market. Camiel, thank you very much for answering my questions. With IDP, we have found a solution that I am sure will change the independent parts market. So, let's get to work. Let's change the world! Let's turn the aftermarket into a real-time aftermarket!"

Camiel Cobben: "Perfect summary, Jürgen, thanks for that. We're looking forward to the rollout of the system and will keep our customers updated."

More parts of our expert talk:

Part 1: TecDoc in real-time - Instant Data Processing (IDP): what does our new interface stand for and what advantages can you expect?

Part 2: How Instant Data Processing (IDP) will change communication in the international automotive aftermarket.

With the evolution through IDP, you benefit from real-time data management. With IDP, you gain the option to update and edit your catalog data at any time. You are directly connected to our data center and can therefore add

new content and edit your data immediately and without delay. The new infrastructure allows you to submit and extract single updates instead of always being tied to entire data sets. You can work with a third-party product management system without being involved in time-consuming import and export processes. You get direct feedback on the submitted data.

Why TecAlliance®?

We are your partner for everything related to aftermarket data. We are the trusted digitization partner for the international automotive aftermarket with more than 25 years of experience. We offer data & solutions for the entire value chain. With more than 900 employees worldwide, we are confident that we can also support you in digitizing your business.