



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

## Expert talk part 2:

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 revolutionising 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 the time-to-market for data suppliers and recipients.

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

**Juergen Mehlis:** "In the first part of our talk we focused on the parts manufacturers, but I am sure there will be a bigger change. A bigger change through IDP for the global aftermarket. What do you think will change and especially for whom?"

**THANKS TO IDP, THE FOCUS IS NOW ONLY ON THE DATA CONTENT, NOT THE DATA FORMAT!**

**Camiel Cobben:** "Data suppliers will send data content via IDP. It will no longer be necessary for them to export data in a specific format. We are now talking about the TecDoc format, about the TAF files, but it could also be the MAM format or the ACES format. So IDP will be an interface through which they send data content, not a specific format. Our customers can focus on their day-to-day work,

which is making parts and providing the right content, providing the best data in the market. This allows them to be first-to-market. IDP will take care of the distribution of the data."

**Jürgen Mehlis:** "It should be emphasized that IDP does not replace any standard, not at all. But IDP allows us to transport content in different standards to the TecDoc ecosystem."

**Camiel Cobben:** "Exactly. It is more of a streaming environment. It's a direct connection."

**Jürgen Mehlis:** "I'm sure there are challenges as well. Challenges from the customer's point of view and from the TecAlliance's point of view. How do you see that?"

### IDP PUSHES EFFICIENCY OF INTERNAL PROCESSES FORWARD

**Camiel Cobben:** "For both sides it's more or less the same. So we are used to a certain process, a kind of offline process. And now we are moving to an online process where everything is instant and direct. So even from a development point of view, you have to review the current processes."

We also have all the expertise in-house, but it is definitely a challenge. Our clients will also be able to send thousands of images and data updates instantly and that is certainly a challenge not only from an infrastructure point of view but also from a process point of view. The client companies and TecAlliance itself will have to adapt to these new live processes.

Take for example the daily business process of a product manager, a catalogue manager or a data manager. There will certainly be a change in their daily work process. Because before, they had their daily processes and didn't care about updating data. What changes in detail? When the respective company has a product on the shelf, they can publish it. As soon as a new car is on the road and the company wants to launch the latest brake pad, it can do so as soon as possible. That is the big advantage. The person in charge of data in the company

presses a button and publishes the information on the new parts immediately in China or in the USA, for example."

### REFERENCE DATA AND OE INFORMATION ALWAYS UP TO DATE!

**Jürgen Mehlis:** "You said the sentence: 'There's a new car on the road'. We as TecAlliance communicate it month after month via our reference data sets. What do you think? How can we improve the delivery of the new reference data through IDP?"

**Camiel Cobben:** "We will learn with this new process and we will use this process with IDP as an API interface for several other products and services that we have."

We can support our product managers or the product managers of all companies by sending them the latest available vehicle reference data or OE information, for example. As soon as there is a new OE number communicated by the OE parts manufacturers, we will make sure that our customers receive this information as soon as possible. The same applies to VIO data or vehicle information, for example."

**Jürgen Mehlis:** "In the future, IDP will be more or less in the middle of the entire process of data exchange. Not only catalog data, but also reference data, VIO data or OE data will be able to be exchanged via it."

**Camiel Cobben:** "Yes, exactly."

**Jürgen Mehlis:** "So, this is really a huge change in terms of faster communication in the market. How do you envision the market benefiting from IDP in the long run?"

**Camiel Cobben:** "Our customers save a lot of resources. As I mentioned before, they are currently bound by a kind of cycle that costs them a lot of time. They will save a lot of resources, but they will also get a lot more sales opportunities. It will give the parts manufacturers, but also as wholesalers, the most up-to-date and accurate data to sell their parts and communicate everything to the market."



**Jürgen Mehlis**  
EVP Data Manager Products



**Camiel Cobben**  
Product Owner IDP

### IDP ALSO DELIVERS HUGE BENEFITS FOR WHOLESALERS

**Jürgen Mehlis:** "When you say 'wholesaler', it is of course also interesting to understand what advantage it has for a wholesaler to implement IDP. Let's talk about wholesalers, parts distributors. Dealers today get our data monthly or weekly; it depends on how they have their system set up. And then they start, with their product management process, to use the TecDoc data within their infrastructure. What might that look like in the future?"

**Camiel Cobben:** "They will be able to have a direct connection through the IDP interface, which means that as soon as changes to new parts or to existing data are available, they will be





provided with them. They'll get an immediate notification telling them that this very change is now available, and they'll be shown explicitly the delta compared to last time.

And, of course, they can import only portions of data, not the entire data set. That saves a lot of time. You'll be working with the most accurate data available on the market."

**Jürgen Mehlis:** "I think it's important to emphasize that. This is not the web

service, the TecDoc web service. The data via IDP is in the in-house system of the dealer or parts manufacturer, in his database, and he can manage and edit the data whenever he wants. Is that right?"

**Camiel Cobben:** "Yes, that is correct."

**Read more in Part 3:** Instant Data Processing (IDP) worldwide: how our new interface will allow you to focus only on data content, not format, in the future.

**With the evolution of 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, allowing you to 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 data you submit.**

#### **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.