



Get the best out of your data!

What our initiative for better data quality entails and how you can benefit from it

Interview part 2:

Andreas Assmann, Director Data Quality Management

The availability of correct and up-to-date vehicle and product information is the key to success in the automotive aftermarket. Since last year, we have been working on the definition and rollout of new validations, KPIs and recommendations for data suppliers to sustainably increase TecDoc Catalogue data quality. In this interview with Andreas Assmann, you can find out why our evaluation system

has been redesigned, what this means for you as a data supplier, and what benefits you can derive from it.

Why has TecAlliance tightened up and redefined the data supplier evaluation criteria?

Andreas Assmann: "The tightening up and intensification were necessary to set new priorities in data

fields that had not yet been addressed directly.

The extension of the product data classification standard to the segments 'Attributes' and 'Key Tables' and the focus on content-related quality checks of the supplied data are steps toward a significant increase in data and information quality for our customers at the PoS.

Many more steps will be successively implemented by DQM."

What external influences have caused this overhaul of the system?

Andreas Assmann: "Vehicles have become continuously more complex, especially in the last 15 years. Technical advances have made it increasingly difficult for suppliers to pinpoint the differentiating features for customers at the PoS that are required. It is hard to reliably distinguish among products for the same vehicle and to ensure correct product/vehicle allocations. In other words, to provide data and information of a quality that consistently meets TecAlliance's quality criteria.

And this is exactly why DQM is now coming in with targeted measures to support suppliers with new rules and guidelines. They can better stem the challenges from customers at the PoS with the on-board TecDoc Catalogue data standard."

Which changes in the evaluation system are particularly noteworthy?

Andreas Assmann: "In the future, suppliers will have to scrutinize their entire attribution and in some cases make significant changes in order to provide compliant data due to the far-reaching modifications in the TecDoc product data classification system. In doing so, DQM will support them by providing appropriate reports and implementing new convenience functions and validations in the DMM.

This ensures that suppliers use the same attributes and key table values per product to describe the same link properties.

Due to the adjustments in the TecDoc product data classification system, seven new particularly relevant KPIs will be included in the supplier evaluation by mid-2021, with more in the pipeline."

What do these changes mean for data suppliers?

Andreas Assmann: "Data suppliers receive a support in the optimised preparation of their data for customers in the IAM through the new DQM guidelines. The reports directly show the potential for improvement, which can then be worked through in a structured manner. The new rules and guidelines enable suppliers to achieve a much better balance between the need for information at the PoS and the provision of data.

Of course, implementing the new rules also means effort, which varies depending on the size of the product range and the degree of compliance with the new rules for each brand at the outset. However, the implementation of the new DQM requirements offers great opportunities to achieve significantly higher customer satisfaction with one's data at the PoS."

How does TecAlliance support data suppliers to improve their data quality?

Andreas Assmann: "We support suppliers very intensively by providing meaningful reporting on the optimisation of data to meet the new DQM rules. The introduction of new KPIs always follows the proven DQM roll-out plan of reporting/preview supplier evaluation/live supplier evaluation. In addition, we provide comprehensive support for all questions about the new rules.

If required, we offer data services to support individual suppliers in implementing the new rules."

Where is the topic of data quality heading in the next five to ten years?

Andreas Assmann: "In general, the need for high-quality data and information for selecting and ordering products will continue to grow strongly in all industries due to the strong growth of online business.



Andreas Assmann
Director Data Quality Management

With regard to TecAlliance and the data supply in the IAM, the current measures are aimed at optimising the existing TecDoc data standard so that it meets current and future quality requirements even better than before.

In particular, the expansion of the TecDoc product data classification system as well as the evaluation of supplier data in terms of content will also lead us to a significant improvement in the mapping options of OE data into IAM data. This is because one of the current and future core issues is to achieve maximum compatibility of OE data and IAM data.



In the coming years, because the importance of data and information quality will continue to increase significantly, DQM will proactively drive the continuous improvement and increase of data quality with targeted measures. In this context, it is always important to establish measurability for areas where improvements are sought. Only if we know the specific measurement results can we achieve a defined target state by setting spe-

cific target values. This is called controlled data quality management. And this is what we are working on today and will work on in 5 years, and definitely in 10 years.

TecAlliance will ensure the supply of high-quality catalog data to the IAM with highly efficient and targeted data quality management, thus making an important contribution to the success of the IAM."

Do you have questions about data quality?

Write us: dqm@tecalliance.net



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.