



Data quality management in transition

How data quality has developed at TecAlliance and what good data quality means

Interview part 1:

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 defining and implementing 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 how data quality management at TecAlliance has changed, what the main drivers for this development are, and what good data quality actually means.

What is data quality actually?

Andreas Assmann: "For success in the automotive aftermarket, it is

crucial that correct and up-to-date catalogue data is available at the point of service (PoS) at all times. The quality of the catalogue data is decisive for how customers perceive their customer journey at the "parts identification" touchpoint. Customers have a positive experience when they can perform part identification reliably, correctly and quickly on the basis of the available catalogue data.

Data quality and decision quality are directly related. For the data in the TecDoc Catalogue to be of outstanding quality, the information requirements must match the information on offer. This is the only way to ensure that the catalogue data fulfils its purpose.

Catalogue data that optimally supports the parts identification process leads to sustained sales success and to trust in the underlying database. Credibility and trust can be increased most sustainably through positive experiences and the corresponding certificates - such as those we award to Certified Data Suppliers and now to Premier Data Suppliers - that demonstrate a high standard of data quality."

How has the topic of data quality developed over the past decades?

Andreas Assmann: "Data quality has become increasingly important over the last 20 years with the growing importance of electronic catalogue

and ordering systems. The success of digital parts information systems is directly dependent on the quality of the available data and information for product identification. As online cataloging continues to grow strongly, catalogue and ordering systems must offer high-quality product identification information. Online information systems are only as good or successful as the quality of their underlying data and information.

Accordingly, data quality is significantly responsible for value creation; in fact it is the strongest driver. Efficient product identification at the point of service (PoS) is only possible if product data and, in the IAM, product/vehicle allocations and vehicle data are complete, up-to-date and correct. In this context, efficient means being able to clearly identify and order the right product without losing time.

TecAlliance began early on to continuously improve data quality with suitable measures such as the implementation of validations in data maintenance systems, the establishment of data quality committees together with industry and trade, and the introduction of data quality KPIs as part of a supplier data assessment. In the past year, we have significantly increased our activities in this area and taken numerous additional measures as part of our Data Quality Offensive 2020 to further increase data quality and significantly increase the competitiveness of IAM information systems."

What are the main drivers of this development?

Andreas Assmann: "All digital business models are based on data as a resource. Data quality is not 'nice to have' for companies but a critical success factor. Data quality is a measure of the suitability of data and information for specific requirements in the business processes in which they are used. Only those providers of products who also have their data quality under control will be successful in the market.

The customer demanding products

naturally has quality requirements for them. But in the increasingly digital world of product selection (online catalogues, portals, digital marketplaces), they also have high expectations to get the "right" information that will enable them to reliably order the right product.

In the past, people went into a store, were advised by a salesperson and then left the store with the product they were looking for. Today, in the digital world, the available data and information must perform 100% of this advice and selection. And they can only do this if they meet defined quality criteria at a high level and always provide the customer with exactly the information he needs to identify and select a product."

What are the benefits of high-quality data?

Andreas Assmann: "Data quality leads to a high level of customer satisfaction, because the customer can make a safe product selection based on the data and information underlying his shopping experience. He is then pleased to receive the right product when it is delivered. When the customer receives the product and it is what he wanted, he does not have to return it, i.e. the return rate decreases. This brings the supplier a whole chain of cost-saving potential for: return transport, internal processes, re-stocking, packaging materials, and even disposal of products that cannot be reused.

For the IAM, it is particularly important that customers use the IAM's information systems for product identification. These systems must meet customers' data quality requirements in terms of product selection so that they don't turn to vehicle manufacturer (OE) identification systems for product identification."

What does data quality mean at TecAlliance?

Andreas Assmann: "For customers at the PoS, i.e. in dealerships and workshops, we want to provide data and information that meet the following quality requirements:



Andreas Assmann
Director Data Quality Management

1. the data is correct, i.e. it corresponds to reality
2. the data can be interpreted unambiguously, i.e. they are free of interpretation and can be understood in the same technically correct way
3. the data is standardised and presented in a uniform manner
4. the data is comprehensible, i.e. they can be understood by the user for his purposes
5. the data is relevant, i.e. they provide the user with the necessary information
6. the data is complete, i.e. no information is missing
7. the data is up-to-date

To ensure that all these points are met in the best possible way, TecAlliance has established standardized production and update processes and defined numerous guidelines for suppliers in the form of validations and KPIs. Together these ensure that the information requirements at PoS can be met by the data provided from the suppliers.

For TecAlliance, data quality means the sustainable and continuous improvement of decision-making quality at the PoS on the basis of measurable and controlled data quality."

Why is data quality so important for TecAlliance?

Andreas Assmann: "TecAlliance's entire business model is based on



data and information. Either the products themselves are data, such as vehicle, product or application data, or they are products such as online catalogues, which are produced on the basis of the same data and information. 'It's all about data' is certainly very true, but this applies equally to the statement 'It's all about data quality'.

It is true that we are not alone in the world but are facing increasing global competition. In order to be able to continue to successfully shape this competition for customers, we have to convince our customers every day of our performance, which is based, among other things, on data quality."

What has driven the development of data quality within TecAlliance?

Andreas Assmann: "The knowledge that we can only ensure the successful future of the company with excellent data quality and highly efficient processes. With TecDoc, we have set the catalogue data standard in Europe and beyond for over 20 years. It is important that we align our actions with the needs of our customers. To do this, we must always be in constant dialogue with them. This is why committee work is indispensable for TecAlliance and TecDoc.

You don't set a standard because you claim to. You set a standard when your structures and products are used by the majority of participants in a market segment, in this case the IAM, and they say that they follow the 'standard'."

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.