

Autocat review



mamsoftware

SUMMER 07



Your catalogue data on Autocat

Autocat is the UK's leading aftermarket parts reference catalogue. It is used in over 1,500 locations throughout the country, many of them your customers. The key to Autocat's success isn't just its wide coverage - it's because it contains accurate, up-to-date product, fitment and technical information.

Whenever your customers refer to Autocat, they expect to see your latest catalogue data. To help achieve this, we need your on-going support by providing us with accurate and timely data.

Once we've received your data, it is cleaned, processed and reviewed before being published for Autocat users to access.

With our new Autocat+ online catalogue, this process typically only takes us around ten working days, but with good quality

catalogue data, it is possible to complete the process in just two.

In the interest of your customers using Autocat, we've introduced a number of measures to help you maximise your 'data performance' and get the most out of your inclusion in our catalogue.

Please take a few minutes to read this newsletter, there is a lot of important information that could help you expand your reach and increase sales!



New ASAP

Our new 'Autocat Supplier Assist Programme' (ASAP) enables you to update and manage your Autocat data more effectively. Its main aim is to highlight data-related issues and help you enhance your 'data performance' within the Autocat+ electronic catalogue (see page 3).

Did you know?

- Over 1,500 distributors, factors and workshops use Autocat.
- Autocat+ is 'on-line' - your latest catalogue data can be 'live' on customers' systems within a matter of days.
- Autocat+ is developed in conjunction with a user forum comprising members from across the industry, including representatives from many of the trade organisations.

In this issue

This newsletter contains valuable information that could help you expand your reach and increase sales.

Reviewing your data

In the interests of your customers, follow our simple guidelines to check your data currently included in Autocat.

Manage data 'ASAP'

Our new 'Autocat Supplier Assist Programme' (ASAP) enables you to update and amend your own Autocat data.

Data content

Make part identification simpler and more accurate for your customers by improving the depth of your data.



Data content

Although catalogues vary considerably by product, application data you provide to MAM must be consistent throughout. There is no set pattern as to what details should be included in each catalogue section, however the following details are generally essential and must be included in catalogue data. We ask that you include as much of the following detail as is possible. More consistent detail within your data helps the Autocat data conversion processes and makes part identification simpler and more accurate for your customers using Autocat.

Field	Notes
Vehicle make	e.g. Ford
Vehicle model	e.g. Focus
Month / year	e.g. 12/98 - 03/04 or 1998 -> 2004 (depending on accuracy of data)
Engine size	e.g. 1.4 To ensure easier part identification, it is better to supply us with data which includes one engine size per line of data. e.g. '1.4' is far more preferable to '1.4, 1.6, 1.8, TD, TDCI' which is unacceptable.
Fuel type	e.g. PETROL, DIESEL, PETROL/LPG etc. Including this information in a separate field within your data helps to greatly reduce the number of application lines returned in Autocat.
Body style	e.g. SALOON, ESTATE, HATCHBACK etc. Including this information in a separate field within your data helps to greatly reduce the number of application lines returned in Autocat.
Part numbers	It is important to ensure that the part numbers contain the correct part number prefixes or suffixes (if any) and that there are no asterisks, dashes, spaces or symbols etc. that are not part of the actual part number. It is vital to check that the data you are providing is relevant to products sold in the UK aftermarket. Part numbers must also match exactly those of any price list that you may publish to customers who load your pricing information onto their MAM system database.
Extra information	It is important to provide us with any relevant extra information: <ul style="list-style-type: none"> Dimensions (any sizes, such as diameters, no. of teeth, length etc..) Fitment details (up to chassis no, eng. no. O.E. type etc..) Footnotes (Auto, Manual gearbox, series, type no's etc..) Images (Pads, Shoes, Water Pumps etc..) Original equipment Manufacturers / Supplier part numbers (O.E.M. or O.E.S.) Vehicle power (to be formatted BHP= 130 or KW=78) Vehicle exact CC (to be formatted ExactCC=1349) Vehicle engine (codes to be formatted with no spaces e.g. TUJ3P) Catalogue version number (to allow users to review data history) <p>Extra information: This should be included as part of the catalogue application file or as separate extra information/footnote files. These must relate to each relevant part number or a footnote 'flag' contained within the catalogue file. In this case, a separate footnote 'table' / 'key' needs to be provided.</p> <p>Important: If your printed catalogue contains extra information, then it is essential that the Autocat version does as well.</p>
Images	Autocat includes 1,000's of images for other suppliers catalogues. In some cases, an image may be essential for correct part identification. Please supply us with images (pictures or line drawings, B/W or Colour) in either EPS, JPEG or TIF format. These can be displayed on-screen within Autocat in conjunction with your catalogue data.
Technical data	Autocat+ is able to display a technical data sheet against a specific part number. To add these into your catalogue data, please supply us with the data sheet document in PDF format, together with a simple cross-reference list linking the document name to the relevant part number it refers to.



Reviewing your data

In the interests of your customers using Autocat, please action the following points relating to your catalogue data currently included on Autocat.

Data checklist

The accompanying report shows your catalogue data that's either currently published on Autocat or being converted and prepared for updating. The data listed here must at least reflect your current equivalent hard copy versions, CD ROM or on-line publications.

Please examine this report, reviewing each of the following four points:

- Check the dates. These indicate the last time you supplied data to us.
- Pay particular attention to 'Vehicle Service' related products. These require updating far more regularly.
- Please tell us if data is out of date then send us new data so that we can update Autocat quickly.
- If a catalogue includes product images, line drawings or technical data detail, please send us these too.

Questionnaire

It is important to us that you acknowledge receipt of your data review by completing and returning the attached questionnaire.

The aim of this quick questionnaire is to help us work together effectively to improve the content and validity of your catalogue data represented on Autocat. Your reply helps to confirm that our communications exist with the correct person(s) within your organisation.

All responses to the questionnaire are monitored. Representation of your product catalogues within Autocat will be affected if we do not receive your regular responses. This is a 'customer focused' initiative to help ensure data on Autocat is updated on a regular basis.

Improving performance

In the interest of improving the accuracy and functionality of data included on Autocat, we are continually looking to enrich the function of data wherever we can. The population of 'FUEL TYPE' and 'BODY STYLE' detail are key fields which can enhance the quality of the data conversion processes, especially where we match vehicle data to the MAM make and model index.

Ft	Body	CC	C
Dsl	Hatch	1753	4
Dsl	Hatch	1753	4
Dsl	Hatch	1753	4

We ask that you include as much of these two details within the original data that you supply to us. Providing these fields within your data enhances the Autocat parts look-up function for the user. It improves accuracy by significantly reducing the number of application lines returned. It produces a shorter, more relevant list of parts for a particular vehicle; thereby resulting in more accurate part identification.

Adding value with technical information

Autocat+ is able to display a technical data sheet against a specific part number. To add these into your catalogue data, please supply us with the data sheet document in PDF format, together with a simple cross-reference list linking the document name to the relevant part number it refers to.





Data latency

Data latency is a hot topic with customers, so it is important that your catalogue data included on Autocat should be as up to date as is possible. Out of date catalogue data on Autocat can create lost sales scenarios for both you and your customers, and will almost certainly contribute towards incorrect part fitment errors.

We can only maintain the Autocat electronic catalogue database as a joint effort with your on-going support. With the provision of good quality catalogue data from all suppliers - including images and technical data information where relevant - we will always aim to maintain your catalogues on Autocat in a timely and effective manner.

Our in-house data conversion routines offer a speedy and effective solution for suppliers

to help avoid issues of data latency. We believe our fast data conversion turnaround times offer you a quick route to market for making your latest catalogue data available to a wider and more relevant audience in the UK aftermarket.

Help avoid potential problems with data latency - work together with MAM to keep Autocat up to date.

Types of catalogue

There are two versions of Autocat on which your catalogue data is represented:

Autocat+ - the fast access, fast update 'on-line' catalogue

Autocat+ is the UK's most comprehensive web-based parts catalogue. There are no deadline dates for submitting your catalogue data for Autocat+. New data is converted, checked and then published 'live' on-line to our dedicated and secure central database server within a matter of days. If you keep us updated regularly, customers using Autocat will always have access to your latest catalogue data.



Autocat - the original CD-ROM catalogue

Autocat updates are issued to users four times a year on CD in February, May, August and November. New data you supply to us is added to our master database ready for the next relative Autocat update. (See table on page 4).

Data submission & contact details

E-MAIL	You can e-mail any new catalogue data directly to Rod Field, at rodf@mamsoft.co.uk Please zip up the file attachment(s)
FTPS	You can transfer your data to us regularly and securely via FTPS protocol. Call us for details.
POST	You can post the data to us, on CD or diskette, to the MAM Wareham office address shown below



Note: In all cases, we always acknowledge receipt of your data. No acknowledgement back from us means we have not received it.

Please contact Rod Field on 01929 550922 or e-mail rodf@mamsoft.co.uk if you have any enquiries or questions regarding data or this review

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Update and manage your data 'ASAP'

Our new 'Autocat Supplier Assist Programme' (ASAP) enables you to update and manage your Autocat data more effectively. Its main aim is to highlight data-related issues and help you enhance your 'data performance' within the Autocat+ electronic catalogue.

The ASAP initiative offers you a speedy and effective method of maintaining and updating catalogue data. ASAP links you directly with the Autocat data processing team and gives you immediate access to your Autocat data. You can now view your data online exactly as your customers see it, helping you ensure that your data is displayed correctly. Through a dedicated secure ASAP website, you are provided with a simple method for submitting new or amended catalogue data. Latest part applications, new ranges and supplements can be submitted directly to our Autocat data processing team and additions or changes submitted via the Catalogue Amendment Report (CAR) function. Data reports are included to help you analyse data content and identify range gaps. Comparisons against the MAM make and model index (MMI) will help identify data content improvements.



ASAP membership

Membership to the ASAP programme is charged on a monthly basis, which includes all ASAP benefits including access to reports, priority data conversions and an e-mail notification when catalogue sections are updated.

For a limited period, membership is available at special introductory rates. Please call Rod Field for details.

For further information or to sign up for ASAP, please contact Rod Field on 01929 550922 or e-mail rodfield@mamsoft.co.uk

ASAP benefits

Report packs

Each pack contains one each of the following reports for one product group (e.g. 'brake friction'):

Data population reports

Reports that analyse the data population of certain criteria in your data (e.g. fuel type, body style, engine capacity, etc.) These can help highlight potential improvements which should be made to your original catalogue data.

Vehicle gap reports

Reports that identify specific UK car and LCV vehicles not covered in your catalogue. These will identify potential gaps in your product range, highlighting areas for possible range expansion and increased sales. Analysing range gaps may also help correct any data detail errors (such as incorrect capacity, fuel types, model series, etc.)

ASAP benefits

Improved communication

Direct access to the team at MAM who handle all catalogue data conversions and the publication of data on Autocat.

Priority data conversions

Catalogue data conversions will be actioned as a priority; including additions and updates (subject to current data conversion workloads at any given time).

Catalogue data status review

A 'one-stop' check point to show how up-to-date your data is. Review the current status of your catalogue data. Identify all sections currently 'live' on Autocat+ or those that are in the conversion process.

Autocat+ access

Members of ASAP are entitled to subscribe to Autocat+ at greatly discounted rates, giving access to data exactly as users will see it.