

Autocat supplier data review



mamsoftware

SPRING/SUMMER 2009



Your catalogue data on Autocat

Autocat is the UK's leading aftermarket parts reference catalogue. It is used in over 1,700 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 ongoing 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!

Review your data

In the interests of your Customers, follow our simple guidelines to check your data currently included in Autocat (See page 2).



Did you know?

- Over 1,700 distributors, factors and workshops use Autocat.
- Autocat+ is 'online' - 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 your business expand its reach and increase sales.

Motaquip embrace Autocat+

Motaquip is to use MAM Software's Autocat+ solution in a bid to reduce its reliance on paper parts manuals.

Supplier Data quality

Our on-going initiative to drive data quality and accuracy improvements.

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GROUP



Review your data now

Please action the following points relating to your catalogue data currently included on Autocat.

**Supplier Data Review list
- IMPORTANT -
Please review now.**

**A separate 'Supplier Data
Review' information sheet
accompanies this newsletter.**

This information shows your catalogue data that's currently published on Autocat or being converted and prepared for updating.

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.

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.

Top Tip

'Engine Code' & 'BHP' detail

You can further improve the accuracy and functionality of your data included on Autocat by populating two key fields: 'Engine Code' and 'BHP' detail. By including this detail in your original data enhancements are made to the quality of the part look up in conjunction with our AUTOCAT+ VRM (Number Plate Vehicle Registration Mark) look up feature.

Pos	Ft	Body	CC	Cyl
	Dsl	Hatch	1753	4
	Dsl	Hatch	1753	4

The vast majority of our Customers use the VRM look up feature on AUTOCAT+. When used, this brings back detailed vehicle data, including the 'Engine code' and 'BHP' detail (where available). We use this data to improve the matching between the VRM data returned, via the DVLA and the 'Engine Code' and 'BHP' data that would be contained within original data you provide to MAM for AUTOCAT+.

This linking improves the accuracy of your catalogue, significantly reducing the number of application lines returned. It produces a shorter, more relevant list of parts for a particular vehicle; resulting in more accurate part identification.



Supplier data quality - improvement request

We request that all catalogue data suppliers review their catalogue application detail currently provided to us for the Autocat electronic catalogue system. This is a Customer & Buying Group driven initiative. The aim being to improve the data quality in order to increase accuracy of the part look-up enquiries of your parts on Autocat.

We ask you look carefully at areas where improved quality and better structured data can be provided to us.

One of the main problems we find in working with data from many different suppliers is the varying standards in data quality and depth of content and detail. Our Customers report back to us via the 'Autocat data query report' any errors or issues they find in suppliers' catalogue data on Autocat. These are forwarded to all suppliers where appropriate. We find that the majority of data queries received are the result of incorrect detail content within the original data.

In order to try to address these issues, we have identified the key areas which represent the majority of data queries:

The main data problems surround the following issues:

1: Insufficient vehicle detail:

- No separate / Incorrect or missing Model Series detail.
- No separate / Incorrect or missing Model detail.
- No separate / Incorrect or missing Engine size detail.
- No separate / Incorrect or missing Engine Exact CC detail.
- No separate / Incorrect or missing Engine Valve Type detail.

- No separate / Incorrect or missing Engine Code detail.
- No separate / Incorrect or missing Fuel Type detail where necessary.
- No separate / Incorrect or missing Body Style detail where necessary.

2: Dates (no close-off dates)

- No 'close-off dates' for older models where there is a later model listed / available and the parts have changed.

3: Part application detail:

- Incorrect / Missing relevant part fitment detail.
- New catalogue data not sent to MAM by the supplier.
- New catalogue data sent to MAM after new printed catalogue publication distribution.

Items **1:** and **2:** above surround the depth of detail contained within suppliers' vehicle Make and Model detail. More of this detail is important in helping us define an accurate match to our UK Make / Model index. This also improves the functionality of the vehicle registration number look-up (VRM enquiry) feature within Autocat.

Item **3:** concerns catalogue data content and 'data latency' supply issues that can

occur - The message here is to always provide the relevant part detail and remember to keep Autocat up to date.

MAM standard data format guidelines

To move this important issue forward, we have compiled a number of detailed documents to illustrate our improved data requirement to all suppliers. This detail helps illustrate ways suppliers can improve their original data to enhance its 'data performance' within the Autocat product.

The 'MAM Standard data format guidelines' documents have recently been distributed by e-mail to all MAM Autocat data suppliers

This detail is always available by request from Rod Field, our Catalogue Development Manager at:
rodf@mamsoft.co.uk

Alternatively you can call him on:
Tel: 01929 550922
(International +44 1 929 55 09 22)

Remember, Data quality counts!
Better data content = improved 'data performance' within Autocat+



Data latency

Data latency issues cost money. It is also a very hot topic with major Distributors and the various Buying Groups. It is important that your catalogue data included on Autocat is up to date. 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.

Autocat+ online

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, subject to the quality and structure of your original data. If you keep us updated regularly, Customers using Autocat will always have access to your latest catalogue data.



Data submission & contact details

E-MAIL	You can e-mail any new catalogue data directly to Rod Field, at rod@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 DVD, 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 rod@mamsoft.co.uk if you have any enquiries or questions regarding data or this review

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Using existing data sources

If you have an online catalogue or produce your own-brand CD-ROM

If you are already providing catalogue data to other companies for electronic catalogue purposes it is possible that we can use an adaptation of the same data to update your catalogues on Autocat.

Elcome 'Xchecker' system

An increasing number of suppliers use Elcome's Xchecker catalogue data management system. Xchecker also has the ability to export consistent and high quality data in an MAM Autocat-friendly format. This enables prompt catalogue updating on Autocat. Elcome are specialised in compiling high quality data for catalogue applications. This data can be matched to an accurate UK Makes/Models Index.

Tec Doc 'Export format' data

Please contact us to discuss prior to sending us this type of data. In some instances, Tec Doc data may be suitable. There are important issues you need to check before providing any Tec Doc derived data. Tec Doc data would need to be provided to us in the 'Tec-Doc Export Format - English Language' version and, where it is possible, UK specific applications only.

External Publishers/Software Houses

If you use an external publisher or software house to create and maintain your catalogue application database, it is likely that we can utilise the same data for updating your catalogues on Autocat. These companies are usually able to provide this data to MAM in a format we can interpret.

Sending data electronically

Data must be provided to us electronically - we do not manually key-in data from printed (paper) hard copy catalogues or 'bulletin' sheets (either on paper or in PDF documents).

Catalogue data can be supplied to us in most industry standard recognised Windows database or spreadsheet formats (we cannot accept Mac-based data):

- Microsoft Access database table(s)
- Microsoft Excel spreadsheet(s)
- Own-branded CD-ROMS*

*Only possible if the catalogue data contained on this type of CD-ROM is accessible and is in a useable format.

These must always be accompanied by a detailed layout sheet relating to any catalogue application tables included.

We are happy to receive 'bulletin' information in electronic format, as it may be possible for us to add additions or changes to current catalogue data. It is important that these are provided to us in a similar basic layout as that of a previously supplied 'complete' version of that data.

	A	B	C	D	E	F	G	H	I	J	K	L	M	
1	MAKE	MODEL	MODEL-DETAIL	YEAR	ENGINE SIZE	FUEL TYPE	BODY STYLE	ENGINE.CC	NO.OF CYLS	ENG.TYPE	VALVE TYPE	PART NO.	DESCRIPTION	FITA
2	Ford	Focus	FOCUS 1.4 16V	10/98-11/04	1.4	Petrol	Hatchback	1388	4	DOHC	16	ABC8187	Brake Fit Kit	Fron
3	Ford	Focus	FOCUS 1.4 16V	10/98-11/04	1.4	Petrol	Hatchback	1388	4	DOHC	16	ABC8391	Brake Fit Kit	Rear
4	Ford	Focus	FOCUS 1.4 16V	10/98-11/04	1.4	Petrol	Hatchback	1388	4	DOHC	16	ABC8396	Brake Fit Kit	Fron
5	Ford	Focus	FOCUS 1.4 16V	10/98-11/04	1.4	Petrol	Hatchback	1388	4	DOHC	16	ABC772	Brake Fit Kit	Rear
6	Ford	Focus	FOCUS 1.4 16V	10/98-11/04	1.4	Petrol	Hatchback	1388	4	DOHC	16	ADR964	Brake Drum	Rear
7	Ford	Focus	FOCUS 1.4 16V	10/98-11/04	1.4	Petrol	Hatchback	1388	4	DOHC	16	APP9558	Brake Pads	Fron
8	Ford	Focus	FOCUS 1.4 16V	10/98-11/04	1.4	Petrol	Hatchback	1388	4	DOHC	16	APP9559	Brake Pads	Rear
9	Ford	Focus	FOCUS 1.4 16V	10/98-11/04	1.4	Petrol	Hatchback	1388	4	DOHC	16	ADX9399	Brake Disc	Fron
10	Ford	Focus	FOCUS 1.4 16V	10/98-11/04	1.4	Petrol	Hatchback	1388	4	DOHC	16	ADX442	Brake Disc	Rear
11	Ford	Focus	FOCUS 1.4 16V	10/98-11/04	1.4	Petrol	Hatchback	1388	4	DOHC	16	AFR452	Brake Shoes	Rear
12	Ford	Focus	FOCUS 1.6 16V	10/98-11/04	1.6	Petrol	Hatchback	1596	4	DOHC	16	ABC8187	Brake Fit Kit	Fron
13	Ford	Focus	FOCUS 1.6 16V	10/98-11/04	1.6	Petrol	Hatchback	1596	4	DOHC	16	ABC8391	Brake Fit Kit	Rear
14	Ford	Focus	FOCUS 1.6 16V	10/98-11/04	1.6	Petrol	Hatchback	1596	4	DOHC	16	ABC8396	Brake Fit Kit	Fron
15	Ford	Focus	FOCUS 1.6 16V	10/98-11/04	1.6	Petrol	Hatchback	1596	4	DOHC	16	ABC772	Brake Fit Kit	Rear
16	Ford	Focus	FOCUS 1.6 16V	10/98-11/04	1.6	Petrol	Hatchback	1596	4	DOHC	16	ADR964	Brake Drum	Rear

Please remember: Keep Autocat up to date

Catalogue data included on Autocat should be as up to date as is possible. We can only maintain Autocat as a joint effort with your on-going support with the provision of accurate, comprehensive and up to date catalogue data.

Inaccurate or old catalogue data creates 'lost sales' scenarios for both you and your customers and will contribute towards incorrect part fitment. Help avoid these potential problems - work together with MAM to keep Autocat up to date.

