

Autocat supplier data review



mamsoftware

Summer 2010



Your catalogue data on Autocat

Autocat is the UK's leading aftermarket parts reference catalogue. It is used by over 8,000 users 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.

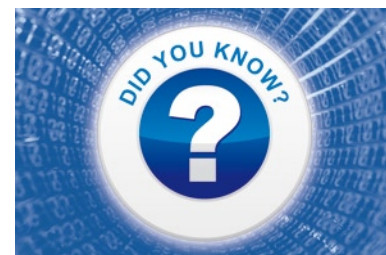
With our new Autocat+ online catalogue, this process typically only takes us around ten working days, but with good quality

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!

Did you know?



- Over 8,000 users made up of 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 of members from across the industry, including representatives from many of the trade organisations.
- We have extended the cross-referencing functionality of Autocat+. Seven new suppliers - AP Driveline, BTN Turbo, Juratek, Meyle, MTS Exhausts, Pearl and Teamec (Impact) - are now contributing cross-referencing data for OEM and aftermarket parts. It increases the total number of cross-reference suppliers in Autocat+ to 116.

In this issue

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

Cross references - Getting better every time!

More and more popular than ever, the 'cross-reference' feature is proving a big hit.

Supplier data quality

Driving forward data quality - improving vehicle data to enhance part lookup accuracy. Room for improvement?

Supplier copy of Autocat+

All suppliers can have 1 x free copy of **Autocat+** for reference to your own catalogues included on Autocat. Have you got your free copy? if not, please ask us now.

For your free copy, please contact **Rod Field**, our Catalogue Development Manager at:
rodf@mamsoft.co.uk

or call him on **Tel: 01929 550922**
(International: +44 (0) 1929 550 922)

Top Tip

A common problem is seeing choices of different part numbers listed for the same model name, with two start dates and no 'close-off dates' for the older of the two models.

Which part do Customers choose?

E.g., a Motor Factor needs to supply a 2003 Nissan Micra 1.0 Water Pump. The suppliers' catalogue shows two Part No. choices as the date is open-ended on the earlier (older) model; plus the Customer may not know which Model series this is:

Nissan	Micra 1.0 K11 Series	07/00 -	Water Pump	Part No. ABC123 = ?
Nissan	Micra 1.0 K12 Series	10/02 -	Water Pump	Part No. ABC456 = ?

Problem: The Motor Factor sends out both choices as they are unsure which is right. The customer uses one part and returns the other and asks for a Credit.

Solution: If the suppliers' catalogue data showed a 'close off' date properly for the older model, the Customer knows to send out only the one possible choice for a 2003 vehicle.

Nissan	Micra 1.0 K11 Series	07/00 - 09/02	Water Pump	Part No. ABC123=No
Nissan	Micra 1.0 K12 Series	10/02	Water Pump	Part No. ABC456=Yes

This improvement enhances the accuracy of your data in Autocat+.

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

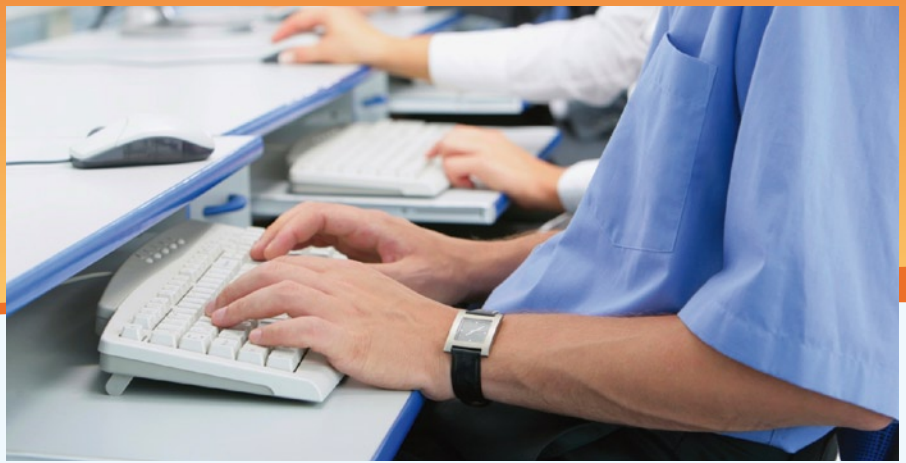
It is important to us that you acknowledge receipt of your data review by completing and returning the attached questionnaire.

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 Autocat+ catalogue data, please supply us with the data sheet document in HTML format, together with a simple cross-reference list linking the document/tech bulletin name to the relevant part number it refers to.



Supplier data quality - improving vehicle data to enhance part lookup accuracy

Take a look at the catalogue data you currently provide to us for inclusion on Autocat - Is there room for improvement? Our aim is to ask suppliers to take a look at their own data and where possible, to make improvements to the data content in both quality and depth of detail for data provided to us for inclusion on Autocat. This is a Customer & Buying Group driven initiative. The objective is to increase further the accuracy of the part lookup functionality within the Autocat system.

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 Code 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 lookup (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 Catalogue Data guidelines

We have produced 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 catalogue data guidelines' documents are available to all MAM Autocat data suppliers.

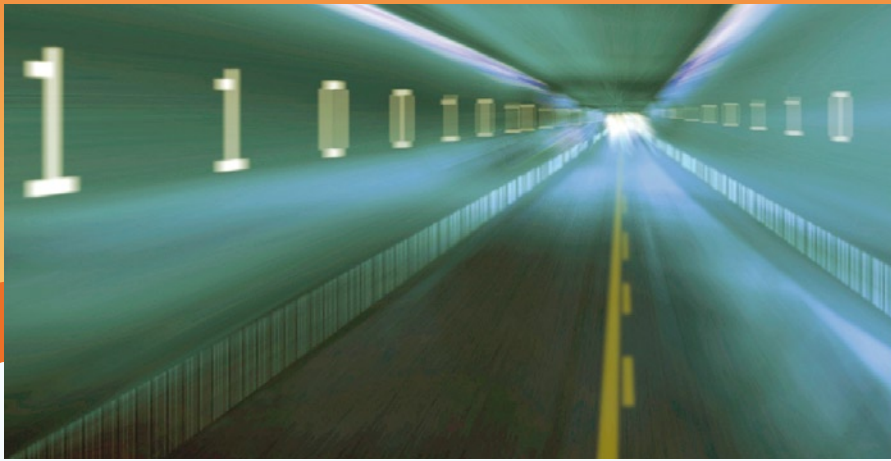
This detail is always available by request from Rod Field, our Catalogue Development Manager at:
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Alternatively you can call him on:

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**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.

Dayco improves performance

Universal Automotive uses our Makes and Models index (MMI) to improve fitment data of its Dayco brand.



We have announced that Universal Automotive has employed our Makes and Models Index (MMI) to update the application references for its Dayco brand of power transmission systems. By matching the entire index against Dayco's existing part numbers, Universal Automotive has improved the accuracy of the part references within Autocat+.

Universal Automotive is one of the key distributors of O.E. quality products in the UK. One of the world's most recognised brands of automotive products, the Dayco range includes timing belts and kits, auxiliary belts and kits, fan belts, water pump kits, dampers and tensioners.

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

MAM Software Ltd · Unit 5 · Leanne Business Centre · Sandford Lane · Wareham · Dorset BH20 4DY

The MAM Makes & Model Index

Our **fantastic** UK specific vehicle reference tool for obtaining accurate car & LCV vehicle detail. **Have you considered using this to enhance the quality of your data for customers using Autocat+?** Now available from MAM to any supplier - Complete with monthly updates of new/amended vehicle detail reports to capture new models, changes etc.

Manufacturer	Model	SubModel	Mark or Series	Identifier	Engine
BMV	3 Series	318	E91	318i Touring	2.0
BMV	3 Series	318	E91	318d Touring	2.0
BMV	3 Series	318	E91	318i Touring	2.0
BMV	3 Series	318	E91	318d Touring	2.0
BMV	3 Series	320	E91	320d Touring	2.0
BMV	3 Series	320	E91	320i Touring	2.0
BMV	3 Series	320	E93	320i	2.0
BMV	3 Series	320	E92	320d	2.0
BMV	3 Series	320	E92	320i	2.0
BMV	3 Series	320	E91	320i Touring	2.0

Manage your own data

'Catalogue data tool' enables you to make changes to live Autocat+ data.

Make	Model	Year	Element
Alfa Romeo	145 1.6 16v Twin Spark	10/99-01/01	Radius Arm
Alfa Romeo	145 2.0 16v Twin Spark	10/99-01/01	Radius Arm
Alfa Romeo	146 1.6 16v Twin Spark	10/99-01/01	Radius Arm
Alfa Romeo	146 2.0 16v Twin Spark	10/99-01/01	Radius Arm

With our new 'Catalogue data tool (CDT)' you can ensure that your customers have access to the latest, most accurate product and fitment information. CDT is an application that enables you to make instant amendments to the information your customers receive through Autocat+. Accessing the same 'live' data your customers use, CDT is ideal for making one-off changes to existing product information or adding individual new products to the catalogue.

The MAM Makes & Model Index and the Catalogue data tool ('CDT') is available to any supplier providing catalogue data for Autocat+. For further information and pricing, please contact Ian Penny at: ianp@mamsoft.co.uk or call him on 01226 352900 (Int: +44 (0) 1226 352 900)

MAM Software Makes & Models Index (MMI)

The MAM Software Makes and Models Index (MMI) is a comprehensive, accurate database of UK-specific vehicle details. It provides extensive manufacturer information and a detailed range of specifications including build years, engine configuration and body type.

The index is updated monthly to reflect new models releases and data amendments. The MMI is a valuable tool that enables automotive component manufacturers to reference their product range against a current UK vehicle index. Product data matched against the MMI can be quickly and easily imported into Autocat+ and provides greater accuracy for vehicle lookups. By including the 'Unique identifier' ID number alongside the relevant part numbers, descriptions and fitment detail, product information is easier to search and manipulate.

As well as providing a proper vehicle application structure on which to base catalogue data, the MMI also provides suppliers with a means of performing product gap analysis and is particularly useful for advising on any new models to market.

The MMI is available from MAM at an economical fixed monthly fee with a minimum term contract. This includes the entire MMI (in spreadsheet format), plus a monthly update report highlighting any changes made to the index.

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. It may be possible for us to add additions to your current catalogue data on Autocat.

This data must be received in an electronic format. It is important that any additions are provided to us in exactly the same basic layout as that of a previously supplied 'complete' version of that catalogue data.



Autocat+ cross-reference feature

More and more popular than ever, the 'cross-reference' feature on Autocat+ is proving a big hit.

Our Customers, especially via the UK buying groups and their members, are very pleased to see that this feature is becoming more comprehensive. We currently feature information from around half of Autocat+ data suppliers - Are you one of them? If you are not yet providing us with your cross-reference information for Autocat+, you could certainly be missing out! To provide cross-references, please follow the instructions below.

Providing Cross-references

We would require you to provide this detail to us in a fairly simple layout; either a columnised spreadsheet or an Access table. We can also utilise an 'export' data table if provided. As an example, the three basic data fields we need populating are:

- Make (e.g. Alfa Romeo) (OE manuf. or a competitors' name).
- Comparative Part No. (e.g. 7009867).
- Your Part No. (e.g. XYZ123).

All entries must be 1 x number per cell (e.g. 'XYZ123'). For Example:

	A	B	C
1	Make	Comparative Part No.	Your Part No.
2	Alfa Romeo	7009867	XYZ123
3	Fiat	7009868	XYZ124
4	Honda	600BND980	XYZ125
5	Volvo	7657235	XYZ126

Important:

Cross-references on Autocat+ will only

work one way from the data that you specifically provide us with.

E.g. Comparative / OE No. --> Your Part No. (not the reverse direction).

Please provide us with this information in the above layout and we will add this to the Autocat+ cross-reference database. You can send this data to rodf@mamssoft.co.uk. As with catalogue data, receipt will be acknowledged.

Alternatively, please advise if you would be happy to provide cross-reference data for inclusion on Autocat+ at a later stage following your considerations.

We suggest that suppliers update us with their cross-reference data at the same time as when any new catalogue data is provided to MAM. This should help keep some synchronicity between both sets of data.

We look forward to your responses on this matter. If you have any questions about providing cross reference data for Autocat+, please contact Rod Field, our Catalogue Development Manager at:

rodf@mamssoft.co.uk

or call him on

Tel: 01929 550922

(International: +44 (0) 1929 550 922)

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.

TecDoc 'Export format' data

Please contact us to discuss providing this type of data. In some instances, TecDoc data may be suitable. There are important issues you need to check before providing any TecDoc derived data. TecDoc data would need to be provided to us in the 'TecDoc 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.