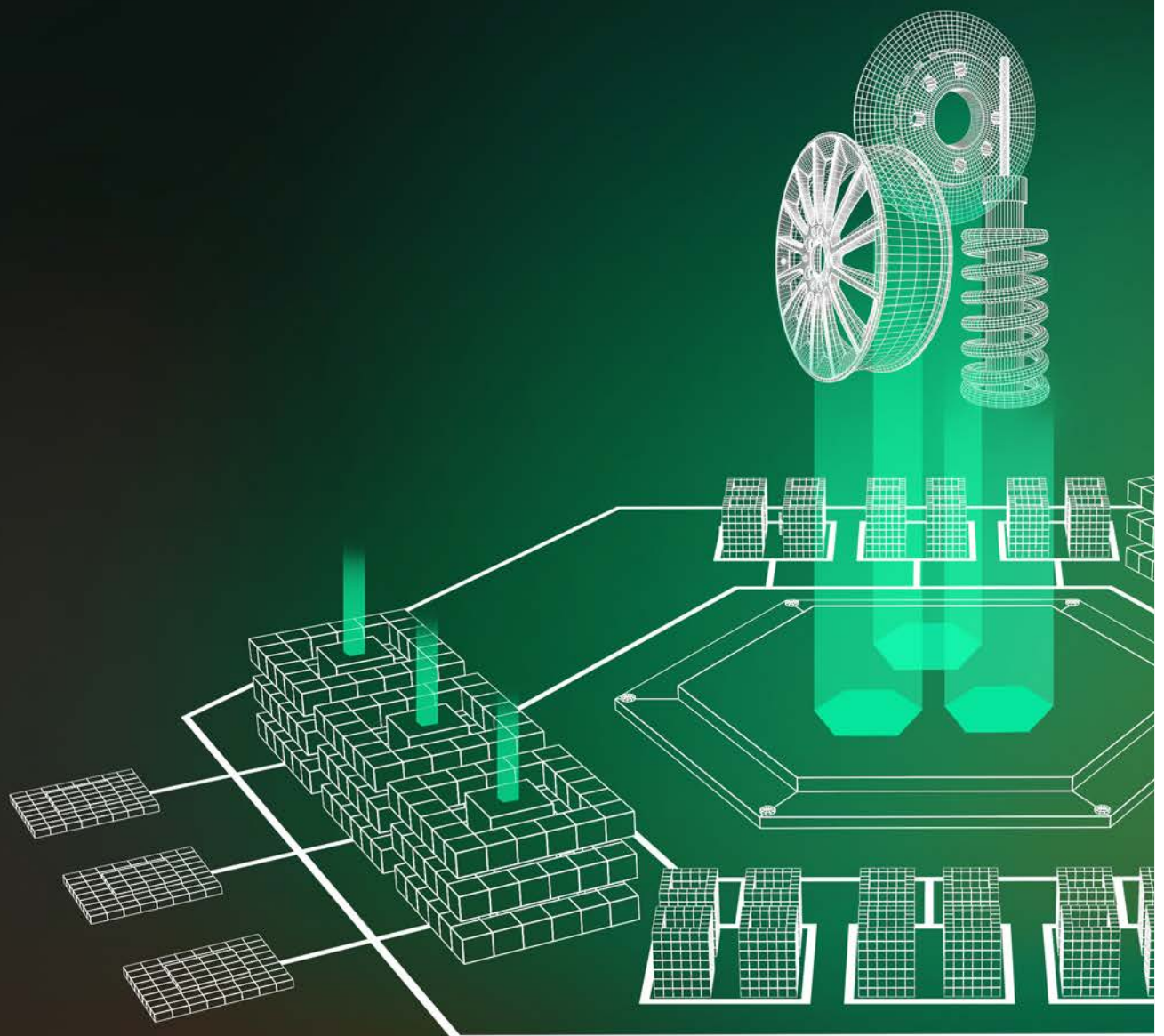


12 KEYS TO SUCCESS

of digital B2C and B2B commerce platforms for direct customer access in the automotive aftermarket





The only thing that is constant is change.

1

ADAPTABILITY

No limits to thoughts or actions.

Turning point in the classic automotive industry: electric cars, carsharing and connected cars are just the beginning. The automotive aftermarket will face fresh challenges in the coming years. Digitalisation is changing consumer habits. Big data players entering the industry are staking their claim to revenue and market shares. New technologies are ousting traditional products and services. Organisational structures are under scrutiny.

What's needed are innovative business models. Software is gaining significance. Spare parts and tyre retailers, car dealership groups, chains and manufacturers will all have to strengthen the integration of IT innovation into their businesses. Providers that build distribution channels right to their customers' doorsteps ahead of the competition will emerge victorious.

B2B and B2C providers have to respond. A sustainable solution architecture needs to be created for trade strategies and business processes. An online shop is no longer an adequate answer.

Instead, it will take a viable enterprise commerce platform that adapts to your unique automotive business model and not the other way around. Variable and agile enough to quickly and dynamically unleash new digital business structures that neither you nor anyone else can currently foresee.

Investment security

Pioneering commerce technologies

Adaptable, flexible and scalable



SPEED

Consulting, implementation and service, directly from the software developer.

One factor is paramount in the establishment of digital platforms and marketplaces in the B2C and B2B environment: speed. The market does not wait for protracted development cycles. Executives in small to mid-sized enterprises frequently face the make-or-buy decision: to set up their own development department or bring in external providers.

Commissioning a webshop agency usually means building the project on inflexible standard products. The limits of customisation, time-to-market and solution architecture are quickly reached. What's more, performance will frequently suffer under the full functional scope of monolithic, standard shop systems.

Manufacturers and dealers benefit from procuring everything they need for an expanding enterprise commerce platform from a single software developer: consulting, concept, design, implementation and integration.

Acting as general contractor, the software developer can bring rapid innovation, technical expertise and customisation to the table. Closely coordinated and without red tape for project stakeholders. System and project resources are focused on your individual business requirements from day one.

Innovative lead

Flexible customisation

Scalable for any business scenario



Servicing all customer touchpoints.

AGILE FRONT END

Showing content on all displays and future formats.

A study by TNS Infratest indicates that the online share of the automotive aftermarket is rising steadily. Customers want to shop at any time and wherever they happen to be. Online. On mobile devices. At the point of sale in the store or garage. The winners will be providers who are in the right place at the right time. The ones with direct access to the customer's needs. Quality, not quantity. Not a face in the crowd.

What this needs: a high-quality responsive design. Actively shaping the digital revolution across all boundaries is equally crucial. Beyond the traditional distribution channels and offer formats. What's needed are creative selling strategies with the wow factor. Triggering impulse purchases, they'll soon start driving turnover.

The objective: to position vehicle parts, tyres, accessories and services across all customer touchpoints. The commitment: on all digital displays (desktop computers, tablets, smartphones). The added bonus: connectivity

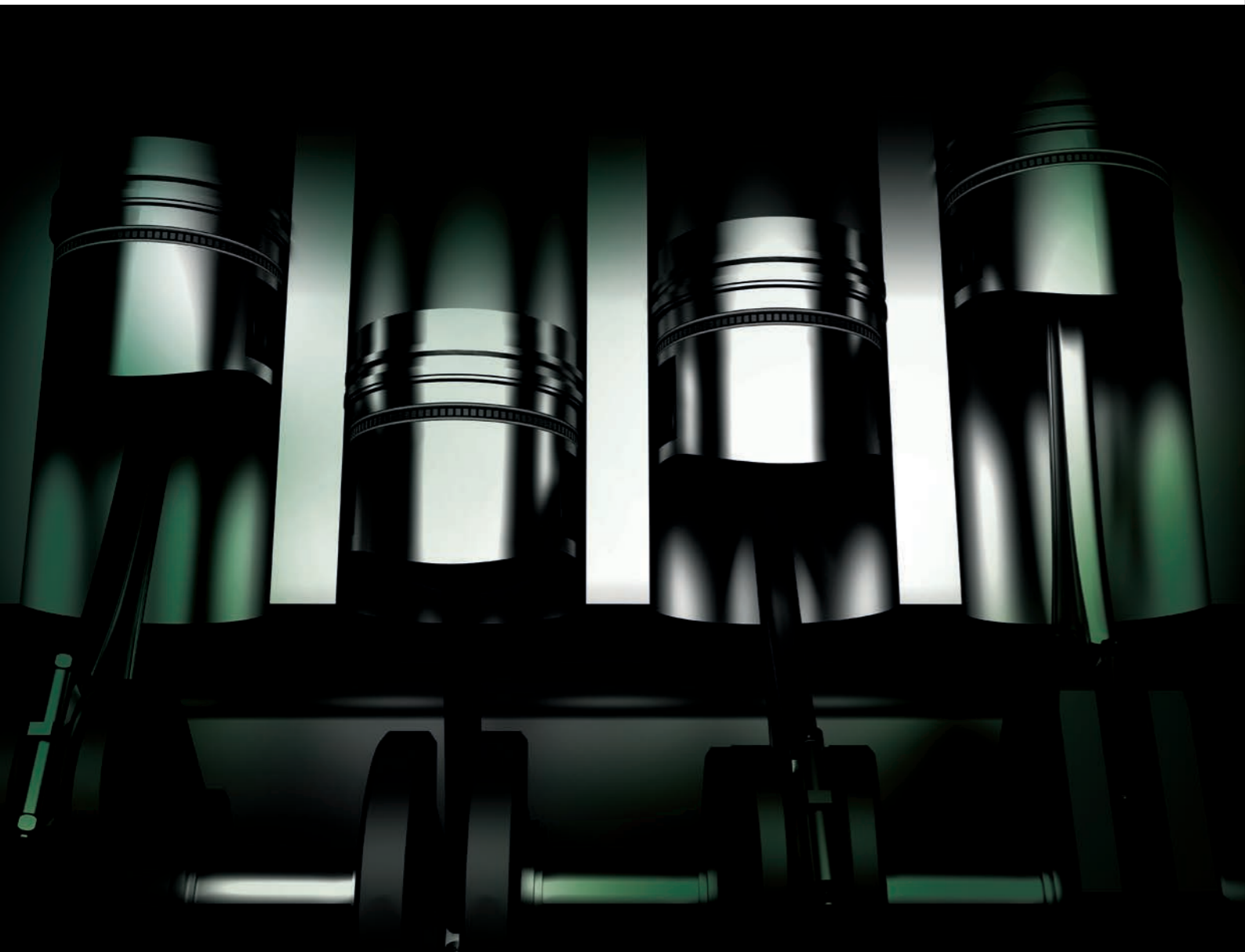
with the point of sale in dealerships, garages and stores. Conceivably this might involve touch terminals as virtual shelf extensions or digital shop windows with QR codes. Cue the "Internet of Things". The future could even lie in the use of buy buttons to bypass search engines and online shops. Tangible items (e.g. car parts) may even become the shopping platforms in tomorrow's world.

What this needs: a fundamental enterprise commerce platform with a highly flexible, lean frontend that orchestrates parts, services & co. in all imaginable dimensions.

Dynamic responsive front end

Mobile, tablet, app, the "Internet of Things"

Extended search and filter functions for parts portfolios



A high-performance kernel ensures maximum reliability and stability of digital business processes..

4

HIGH-PERFORMANCE

The enterprise technology kernel is built to handle high traffic.

Among the mainstays in the establishment of platform-based commerce strategies is the performance factor. Digital marketing of product portfolios with a large number of attributes creates a substantial data volume.

Portfolios comprising 500,000 items and more are not uncommon in the automotive sector. This situation is compounded by product variants, sets, images, text attributes and tables listing innumerable vehicle compatibilities. Meanwhile, it is essential to cope with abrupt order peaks. Thousands and thousands of orders per day, for instance in response to a TV commercial, place a heavy burden on the system.

Developed specifically for the automotive aftermarket, the enterprise **commerce platform** braves even the heaviest of traffic. The high-performance platform combines a "strong engine" with an efficient "lightweight design" on the surface. Reliable Java Enterprise technology and Microservices provide the kernel, ensuring that the platform can be operated flexibly, depending on the IT infrastructure.

Even with virtualisation in the cloud. A high-performance system with this limited ability helps companies to prevail in the highly dynamic competitive environment of vehicle parts, accessories, tyres and services.

For guaranteed security, stability and performance

Basis: Java Enterprise technology

Maximum reliability

5



DATA MANAGEMENT

Ideal visibility for data-driven vehicle part portfolios.

Vehicle owners frequently face significant challenges when scouring the Internet for the latest brake discs or exhaust systems. It is therefore crucial for dealers to ensure their listings are easily retrievable and provide detailed information. Here, data-driven vehicle parts portfolios demand first-class product data management (PDM).

So it is imperative that parts dealers list the vehicle compatibilities of each specific spare part. This way, they can strategically guide the customer through the listing. In doing so, they foster trust and create a unique shopping and service experience. Dealers will also register fewer returns as a result.

A robust enterprise **commerce platform** with a PDM or even PIM module (product information management) creates an ideal foundation here. It is the perfect method of presenting parts portfolios with a large number of attributes and complex data structures.

The underlying data is retrieved automatically, e.g. from TecDoc. Prestigious parts manufacturers regard TecDoc as the leading data pool. Parts catalogues by other providers (vehicle manufacturers, wholesalers) can also be connected individually. Proceeding in this way allows you to enhance your digital parts offerings with essential product and vehicle information.

The PDM module offers convenient refinement functions for high-selling offerings. Additional functions, such as synonym recognition, transform product designations into user-friendly search texts. Ensuring optimum searchability for your products.

PDM or PIM module for centralised data enhancement.

High-performance output of vehicle compatibilities.

Connectivity for established parts catalogues like TecDoc and others.

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PRODUCT CONFIGURATOR

With dazzlingly sleek and highly functional integration into the front end.

Particular industries call for special solutions. For instance, online tyre retailers need to show the complexity of complete wheels. Beyond the traditional tyre attributes like size, speed index, roll resistance & co. This requires a more multifaceted classification scheme and innumerable wheel compositions.

A configurator model for the classification system "tyre-rim-sensor-vehicle" is needed for the efficient and customised offering of complete wheels. A specialized configurator for complete wheel organizes the countless wheel compositions.

Established product configurators can be integrated flexibly. Unique components (customisation) can also be developed as bespoke solutions for your business.

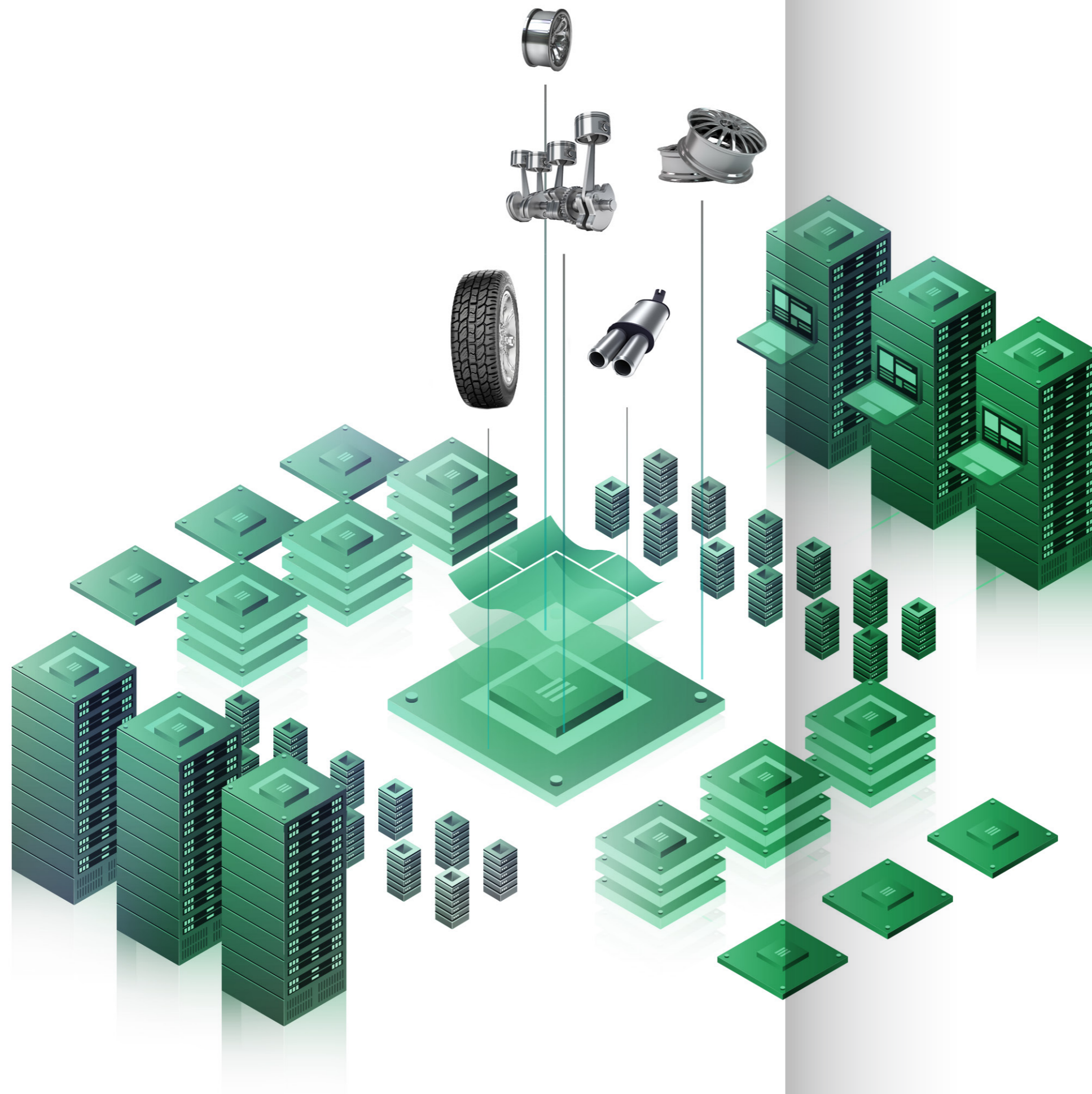
The open enterprise **commerce platform** ensures that the **product configurator and front end interlock perfectly**. The **product composition (e.g. complete wheel) slips seamlessly into the overall style of the shop**. Nothing remains of the intricacy and complexity in the front end.

Customers pick their preferred vehicle model, along with the rims and wheels of their choice. The system automatically calculates the matching mounting kit for the tyre pressure sensor. Purchasing takes just a few clicks – a satisfying experience for the customer and dealer.

Flexibly adaptable product configurator

Efficient module integration to suit the front end's look and feel

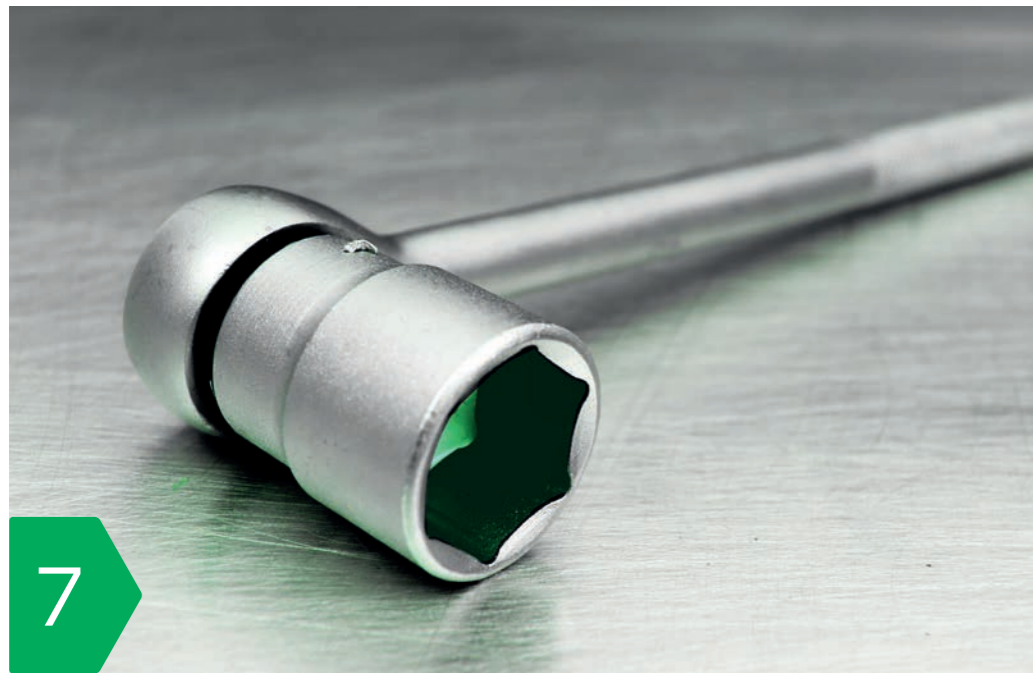
Example: complete wheel configurator



COMMERCE PLATFORM

Who will have direct access to the customer in the future?

Whether with an individual online shop, parts and workshop portal or virtual marketplace: in order to keep customers in one's own platform ecosystem and motivate them to return, a solid foundation is needed. With a sophisticated platform ecosystem, it is possible to respond in detail to the requirements of buyers in the automotive aftersales market.



Convincing customers with additional services.

INTEGRATED SERVICES

Decisive competitive edge in the online shop landscape.

The issues of service and client-centric processes are becoming increasingly important in the age of consolidation and predatory competition. The key to success lies in creating blocks of offerings that win customers over and engender loyalty.

An essential factor is ensuring that extra service slips seamlessly into the customer journey. The services you offer must blend smoothly into the process infrastructure of your corporate software in order to avoid additional costs.

Unique service offerings need to be presented efficiently on an integrable enterprise **commerce platform**. Example: besides the new complete wheel set, it is also important to offer the services of a garage close to the customer to change the wheels.

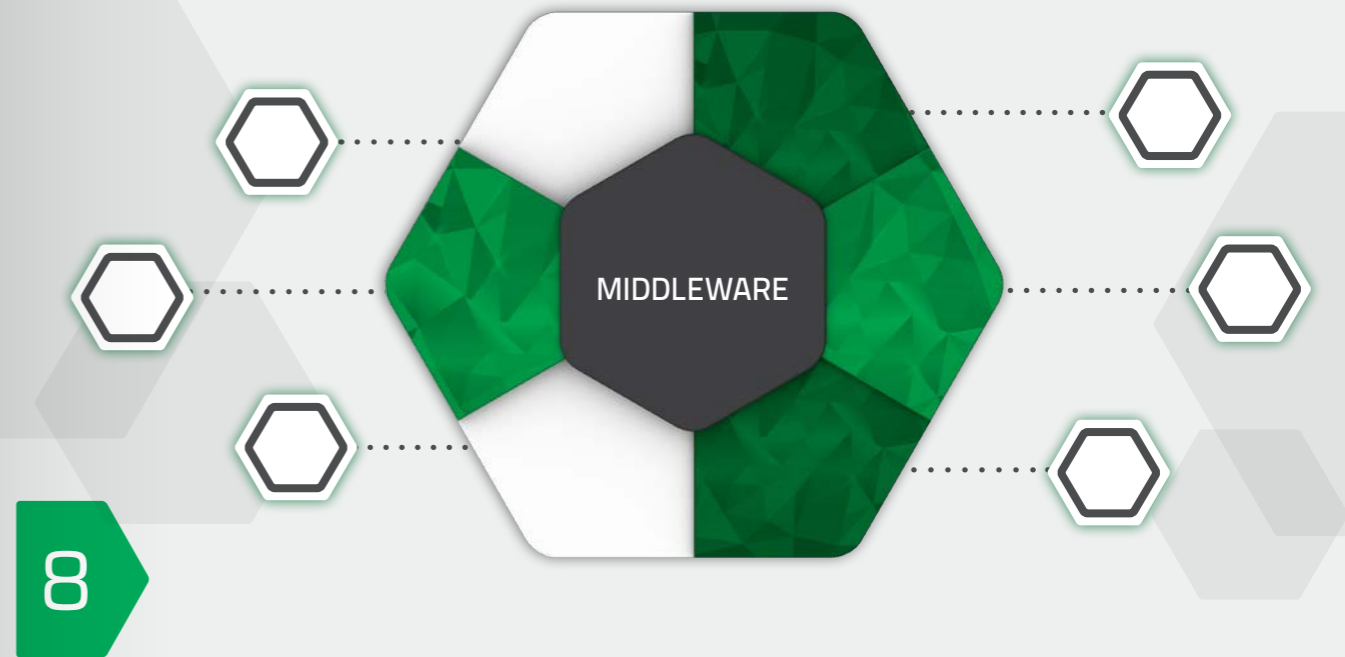
Secure, cross-process integration in the most important company systems is needed. This could even go so far as to book the car lift in a local garage when the customer orders a set of wheels with fitting.

It is therefore essential that the enterprise **commerce platform** communicates efficiently with the company **software**. Be it standard SAP software or a centralised dealer management system in the showroom. Mobile applications like a tyre consultant app are ideal additional services that could be controlled via the platform as well.

Offering customer-oriented and efficiently organised services

Consistent integration of service blocks (e.g. mounting services)

Mobile service and consultancy apps



CONNECTING MARKETPLACES

Holistically designed, multi-channel approach.

Spare parts and accessories dealers are joining the providers of tyres and complete wheels to extend their sales radius into marketplaces like Ebay, Amazon, Check24 and Tyre24. These platforms guarantee significant reach and traffic. Customers use the diversity of content offered on these online marketplaces to compare products and ultimately to shop.

One of the rules for succeeding in digital commerce is that marketplaces need to be treated as independent distribution channels. But all too often they are serviced laboriously and manually via the marketplace back end or using unimaginative listing plugins from outside the shop.

In contrast, a powerful enterprise **commerce platform** with strong **middleware** as its backbone pursues a holistically designed, multi-channel approach.

Items are channelled and orchestrated using the respective marketplace's "presentation template". Attributes to suit each marketplace add the ideal keywords to each of your products. Only in this way will your offerings rank high in the hit lists and search results on Ebay & Co.

What's more, the central integration platform reliably accommodates special processes like Ebay Plus or Amazon Prime as well. Ultimately, this will have a positive influence on the provider's ratings. Order and aftersales management are kept strictly separate in individual channels. The open API automatically connects the processes with the ERP system.

Marketplaces for added reach

Deep integration for Ebay, Amazon, Check24, Tyre24

Central integration platform with ERP connectivity



Blending proven functional modules into a high-performance, end-to-end system.

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THIRD-PARTY COMPONENTS

Lean integration of proven functional modules.

Commerce strategies need to be tightly coupled with the existing system landscape (ERP). What's more, they need to be optimised continuously to reflect insights which are acquired from the marketplace and controlling. Smart searches, customer journey tracking, recommendation engines & co. require functional modules that are proven to be reliable. Market or industry-standard best-in-class solutions are ideal to get started quickly at a high level.

Efficient integration within a central enterprise **commerce platform** is essential for building B2C and B2B commerce strategies on proven third-party components.

They work in a similar way to the International Space Station ISS: a host of nations develop a broad portfolio of functional modules, which are ultimately connected to create a high-performance, end-to-end system.

Logically related functions are housed in software modules. They use standardised interfaces to communicate. Proceeding in this way prevents the ERP system, middleware and front end from turning into a monolithic block. They use smart web services to communicate. Supplemented with plugin technology, they then create a highly flexible commerce ecosystem.

Component-based high-end platform architecture

Flexible connection and disconnection of third-party systems

Efficient integration of shop add-on solutions



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PRICES & INVENTORY

Highly dynamic re-pricing and interactive stock control.

The price is the most dynamic factor in the master data. The next cheapest provider on the internet is just one click away. A fierce price war is shaping online commerce. Re-pricing software is among the indispensable tools for webshop sales and marketplaces like Amazon. Dynamic price management means real-time price adjustment, sometimes several times a day. The price is defined based on selected criteria: competitive benchmarking, available capacities, time of day.

Inventories are similarly dynamic. Clear stock management is an indispensable aspect of multi-channel strategies in particular. The trick is to play the trump card of product scarcity. However, overselling needs to be prevented at the same time. Dynamic developments in prices and stock blend into a dense mix of price variants for logistical challenges like drop shipping. The correct price depends on the stocks and the supplier.

The powerful enterprise **commerce platform** with strong **middleware** as its **backbone** manages **rule-based, automatic balancing of prices and stock**.

Real-time communication with price alignment servers enables highly dynamic price adjustment. Interactive stock control: configured input and re-stock quantities along with minimum stocks control the listings across a host of channels, putting an end to out-of-stock items and annoyed customers.

Omni-channel stock control

Individually configurable pricing engine

Flexible connectivity for price alignment servers



11

MARKETPLACE ABILITY

Broad product range due to multi-vendor capability.

A real marketplace has many suppliers with a wide assortment. It offers manufacturers, wholesale cooperations or branch networks the ideal platform for strong partnerships. Via geo-location, radius search and Click & Collect, retailers and customers can also find each other regionally in the branch. Spare parts sales and corresponding workshop services are linked with special services such as appointment booking, fleet management, rental cars or tyre storage.

The aim is to maintain the individuality of the suppliers through their own presentation. For this purpose, dealers present their company on the marketplace with their own landing page. A representative image, informative text and a focus on the product range strengthen confidence in the company's competence. Branch data and opening hours round off the presentation positively.

A reliable **commerce platform** must be designed for **special marketplace models** and **shop-in-shop concepts** with **several salespersons** involved. This is the **only way** it can meet the requirements arising in the areas of **offer listing, order control or commission invoicing**. **Flexible price calculations** make **both B2B and B2C business models possible**.

The strong merger of providers results in less effort and costs for the individual seller. If the aim is to establish such a business model, the used platform should always have the described marketplace capability. It forms the basis for a reliable sales processing of the different dealers.

Increasing relevance through a larger product range

Individual presentation of the suppliers

Share effort and costs among many dealers



COMMUNICATIONS CENTER

Fast information transfer for optimal customer service.

The customer has long become accustomed to the constant availability and fast transmission of information via the Internet. He also expects this feature when ordering automotive parts and tyres online. The success of an online platform depends on the central communication between buyer and supplier. It is therefore necessary to include communications management as an essential basic function in the planning of an online platform right from the beginning.

The goal: high customer satisfaction through fast response times. This is achieved if transparency in all transactions and automated message transmission are guaranteed. Sometimes, buyer e-mail addresses have to be encrypted for sending to external e-mail programs. Such functions should be provided by an intelligent communications center.

The **commerce platform** provides a powerful communications center where inquiries from buyers and sellers accumulate. Status e-mails can be sent automatically, but can also be processed individually on a case-by-case basis before they are sent. Flexible e-mail accounts and form templates facilitate the daily work of customer service.

A communications center with powerful functions is one of the most important service functions of an automotive commerce platform. Depending on the service concept and the desired customer interaction, various communication channels can be integrated. Chat systems, for example, which enable service employees to be reached quickly, are conceivable.

Effortless communication between all those involved in the process

Automated messaging system

Encryption of buyer e-mail addresses



The **Speed4Trade GmbH** develops software for the digital trade. The eCommerce software house specialises in building platforms (e.g. online shops, marketplaces, service portals) and connecting them with existing IT systems. Speed4Trade primarily accompanies manufacturers and dealers of the automotive parts and tyre market to realise digital business models with automated processes. With the vision "Reducing the distance to customers through digital solutions" Speed4Trade gives providers access to customers and sales efficiently, securely and cost-reduced. For more than 15 years, the experienced software architects have been supporting their customers in all phases of their digitisation projects, from consulting to support. The internationally active, owner-managed software house with 100 employees is located in Altenstadt an der Waldnaab, Bavaria.

We would be glad to advise you.

