

Press release

Standardization of article information in spare parts searches

TOPMOTIVE launches data optimization module (DOM) on the market

Bargteheide, March 2020. Many wholesalers and workshops in the independent aftermarket face the daily challenge: data from different sources is not sufficiently standardized. Too much different and often superfluous article information slows down the identification of the right spare part and thus the entire process chain in the automotive independent aftermarket. TOPMOTIVE has taken on this responsibility and developed an enhancing function within its own catalog system: a data optimization module – known as DOM for short. The goal of the whole thing is to optimize article data and its presentation in the catalog from a functional and technical point of view. The function has been live since March 2020.

Benefits for the entire process chain in the IAM

"DOM optimizes the display options, the sorting as well as the search index within the wholesaler catalog system. This leads to faster selection for the user, better comparability of the respective articles and ultimately to a higher hit rate for the right spare part," emphasizes Berislav Opacak, Head of Sales at the TOPMOTIVE Group, and continues, "Incorrect orders and returns will be significantly reduced in the future. Whereas workshop employees previously had to regularly select from numerous different diameters of brake discs, for example, the selection is now reduced to the relevant specifications. Several decimal places are eliminated and in the end only the options that are actually necessary are available.

DOM also forms the foundation for further functions and enables intelligent linking to other data sources such as technical data and VIN queries. The focus of standardization is on the relevant product groups for the parts trade - i.e. items with the highest sales potential, such as brakes, belts, fluids, and lighting, which serve to actively support spare parts sales. To develop and establish a complex, comprehensive function like DOM, TOPMOTIVE experts professionally and manually reworked more than half a million data records. TOPMOTIVE has

been continuously building and expanding a team of specialists since its founding a quarter of a century ago. Master mechanics and vehicle engineers with practical experience create one of the largest data sets that takes into account the special needs of the independent automotive industry.

"DOM is one of the most significant enhancements to our catalog and information systems in recent years. The wish list of the parts trade has long included cleaning up the item data chaos. We cracked this seemingly insoluble task due to the symbiosis of automotive expertise and necessary IT affinity," says Stefan Schneider, Member of the Management Board of the TOPMOTIVE Group.

Press contact:

If you have any questions about the company or require further text or high-resolution image material, please feel free to contact us at any time:

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About the TOPMOTIVE Group

Since 1994, the TOPMOTIVE Group has been developing fully comprehensive catalog, information, and merchandise management systems for the automotive independent aftermarket. In 2007, the TOPMOTIVE umbrella brand was launched by DVSE GmbH, as the rights holder of the brand. As Europe's market leader, the family-owned company offers a coordinated service and product portfolio to the parts industry, parts wholesalers and automotive workshops. The software manufacturer serves the car, commercial vehicle, truck and motorcycle segments. The company is headquartered in Bargteheide, near Hamburg. Other locations are in Etten-Leur (NL), Wetter, Wuppertal, Iphofen, Stuttgart, Vienna (AT), Targu Mures (RO) and Brusque (BRA). The TOPMOTIVE Group now comprises eleven (subsidiary) companies with a total of more than 250 employees.