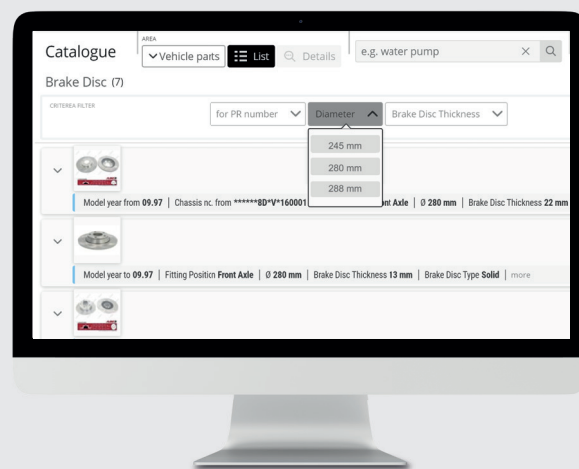


Data Optimizer Module (DOM)

WHAT IS DOM?

The **Data Optimizer Module** is an extension and significant innovation for searching within the TOPMOTIVE catalogs. Unfortunately, a lack of content and a lack of data standardization in relevant spare parts groups are a daily challenge for sales in the parts trade. There was a great desire for standardization and thus simplification of article information in the parts trade.

DOM is the professional and technical possibility to change and optimize specific article data and their presentation in catalog systems. With this we manage a seemingly unsolvable task. We successively eliminate the article data chaos – through concentrated automotive expertise and the necessary IT affinity – for a more precise identification of parts.



WHICH FUNCTIONS DOES DOM PROVIDE?

- + Optimization of the display in the catalog systems (display/sorting/search index)
- + Intelligent linking to other data sources (technical data, VIN query ...)
- + Simplification of the presentation and thus active support of spare parts sales
- + Constant further development

More than **500.000**

DATA RECORDS
technically and
manually revised

400

**PRODUCT-ATTRIBUTE
COMBINATIONS**
(e.g. brake disc:
outer diameter of brake disc)

60

ATTRIBUTES
(a large number of application
points relevant to spare parts)

KONTAKT Bei Rückfragen steht Ihnen unser Team jederzeit gerne zur Verfügung:

DVSE Gesellschaft für Datenverarbeitung, Service und Entwicklung mbH

Lise-Meitner-Straße 4 • 22941 Bargteheide • Tel.: +49 (0) 4532 9740 01 • sales@topmotive.eu • www.topmotive.eu

TOPMOTIVE bemüht sich nach Kräften, genaue und aktuelle Informationen in diese Publikation aufzunehmen. Es ist jedoch möglich, dass Auslassungen oder Fehler aufgetreten sind. TOPMOTIVE behält sich daher das Recht vor, Informationen und Spezifikationen ohne vorherige Ankündigung zu ändern oder zu aktualisieren. TOPMOTIVE übernimmt keine Haftung für die Richtigkeit und Vollständigkeit der Informationen und kann nicht für ausdrückliche oder stillschweigende Zusicherungen oder Garantien sowie für Ansprüche Dritter oder den Verlust von Schäden haftbar gemacht werden. Die hierin enthaltenen Anwendungen und Produkte sind möglicherweise nicht in allen Märkten verfügbar. TOPMOTIVE ist eine eingetragene Marke. © 2020, TOPMOTIVE, Deutschland, alle Rechte vorbehalten.

Data Optimizer Module (DOM)

WHICH BENEFITS DOES DOM PROVIDE?

- + Simplification of search in the catalog
- + A faster and more accurate selection for the user
- + Expansion of data quality for the product groups with the highest sales potential (e.g. brakes, belts, fluids, lighting)
- + Faster comparability of the articles

APPLICATION EXAMPLES:

BEFORE

The 'BEFORE' screenshot shows a search for 'Brake Disc' with a 'Diameter [mm]' filter set to 280. The results list various brake discs with their dimensions and prices. The interface is cluttered with many results and a complex filter sidebar.

AFTER

The 'AFTER' screenshot shows the same search for 'Brake Disc' but with a simplified and more user-friendly interface. The 'Diameter [mm]' filter is set to 280, and the results are more clearly displayed. The interface includes a 'FastTD' button and a 'Model year to: 09' filter. The product details for the selected brake disc are shown, including 'Fitting Position: Rear Axle', 'Ø: 245 mm, Height: 84 mm, Brake Disc Type: Solid, Brake Disc Thickness: 24 mm', and 'Model year from: 09.97, Chassis no. from: *****8D*V*160001, Fitting Position: Rear Axle, Outer diameter: 245 mm, Centering Diameter: 245 mm, http://www.abs-bv.nl'.

CONTACT In case of further questions, feel free to contact our team:

DVSE Gesellschaft für Datenverarbeitung, Service und Entwicklung mbH

Lise-Meitner-Straße 4 • 22941 Bargteheide • Tel.: +49 (0) 4532 9740 01 • sales@topmotive.eu • www.topmotive.eu

TOPMOTIVE makes every effort to include accurate and up-to-date information within this publication, however, it is possible that omissions or errors might have occurred. TOPMOTIVE therefore reserves the right to change or update any information and specifications provided herein without notice. TOPMOTIVE shall have no liability for the accuracy and completeness of the information and cannot be held liable for any representations or warranties, expressed or implied, and any third party claims or losses of any damages. The applications and products herein may not be available in all markets. TOPMOTIVE is a registered trademark. © 2020, TOPMOTIVE, Germany, all rights reserved.