

# The Importance of Data for All Segments of the Industry

CAWA Training Meeting  
May 2, 2014

I'll Try Not To Be Too Dry...



- Data is everywhere. Duh.
- Knowing what's important and what's worth keeping is a key differentiator of successful businesses.
- Again, duh.
- What's most important:
  - Product specs
  - Application information
  - Digital Assets
  - Website usage data
  - Google data
- Yep, it's all important.

*“And now these three remain: faith, hope and product data. But the greatest of these is product data.” - 1 Cor-inthians 13:13*



- It's not just for your marketing people anymore
- 3.2 seconds
- Mobile matters
- Everyone else is doing it right...

- The basics
  - White (or transparent) background
    - Add a clipping path if you can
  - JPG, GIF or TIF (if your partner will take them)
  - Lose the shadows!
  
- Always shoot at the highest possible resolution, then be ready to scale down for specific applications
  - Current industry standards: Minimum 1500 px on the longest side, 300 DPI
  - Thumbnails (50x50 px) are more clear when natively scaled from your high-res images – your partners won't likely be as careful as you
  
- Get all the angles – ACA/PIES currently supports 7 different settings (in package, out of package, closeup, etc.), 12 different angles and 9 other user-defined angles.
  
- Watermarking? Animated GIFs? See if your trading partners support them

- Cost and difficulty to produce have come down dramatically
- Tremendous opportunity to reach younger demographic organically
- Different applications of video serve multiple functions throughout the sales cycle
- If you're not controlling your video brand presence, someone else will...



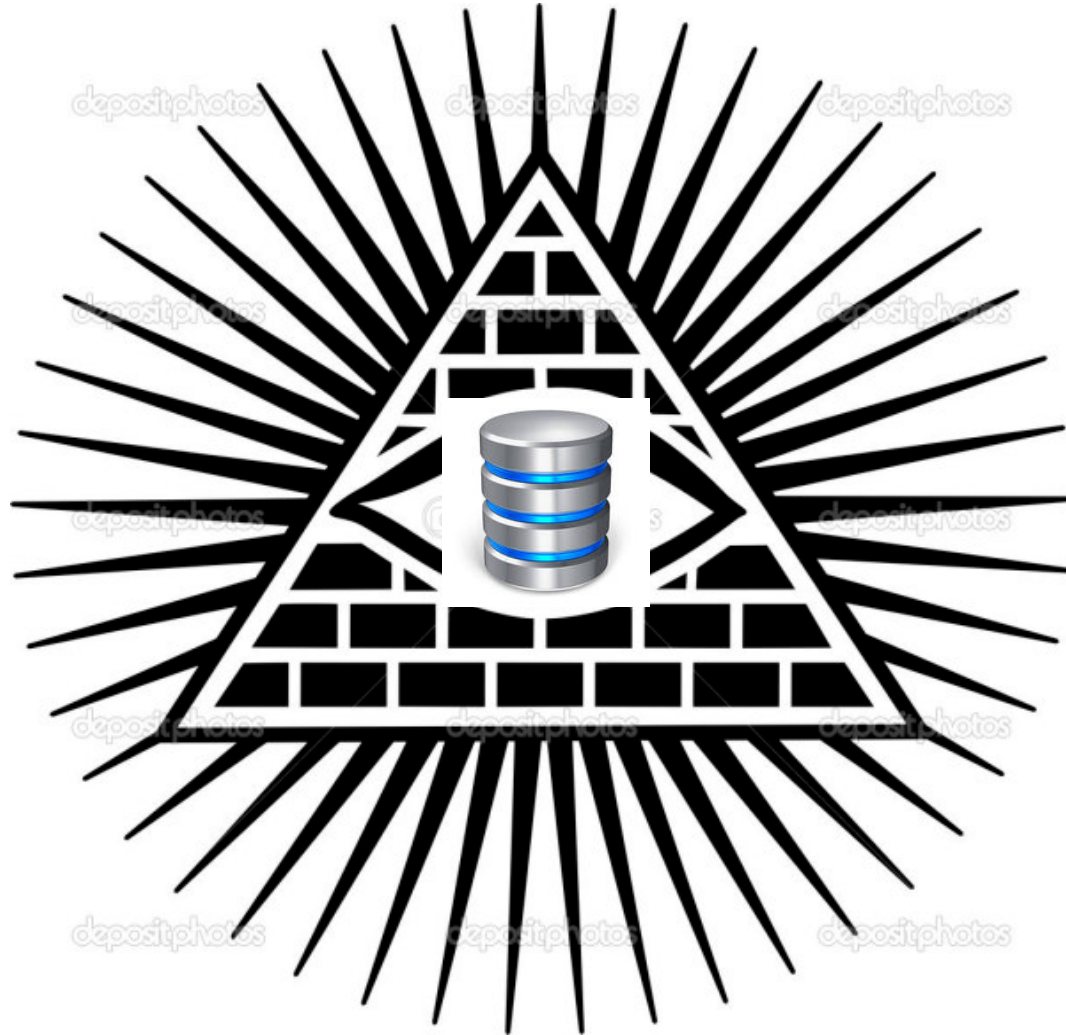
- Create your YouTube Channel NOW.
- Lots of confusing video formats (what the heck is a codec??!) out there, and standards are evolving.
- Safest combination: Use MP4s with the H.264 codec and AAC audio (wha?!)
  - Flash video and even Quicktime are on their way out
- Don't bother shooting in anything less than HD (1920 x 1080)
- Highest bit rates and audio sampling rates you can get
- Don't cheap out on your microphone!

## Website Usage Data – Plunder It!

- If you're not on Google Analytics, tool your site up for it NOW
- If you're not looking at Google Webmaster Tools often, start NOW
- Feedback loop: From Analytics to Paid Search to SEO. Wash, rinse, repeat.
- Doesn't matter what part of the business you're in – basic web analytics equals smart business

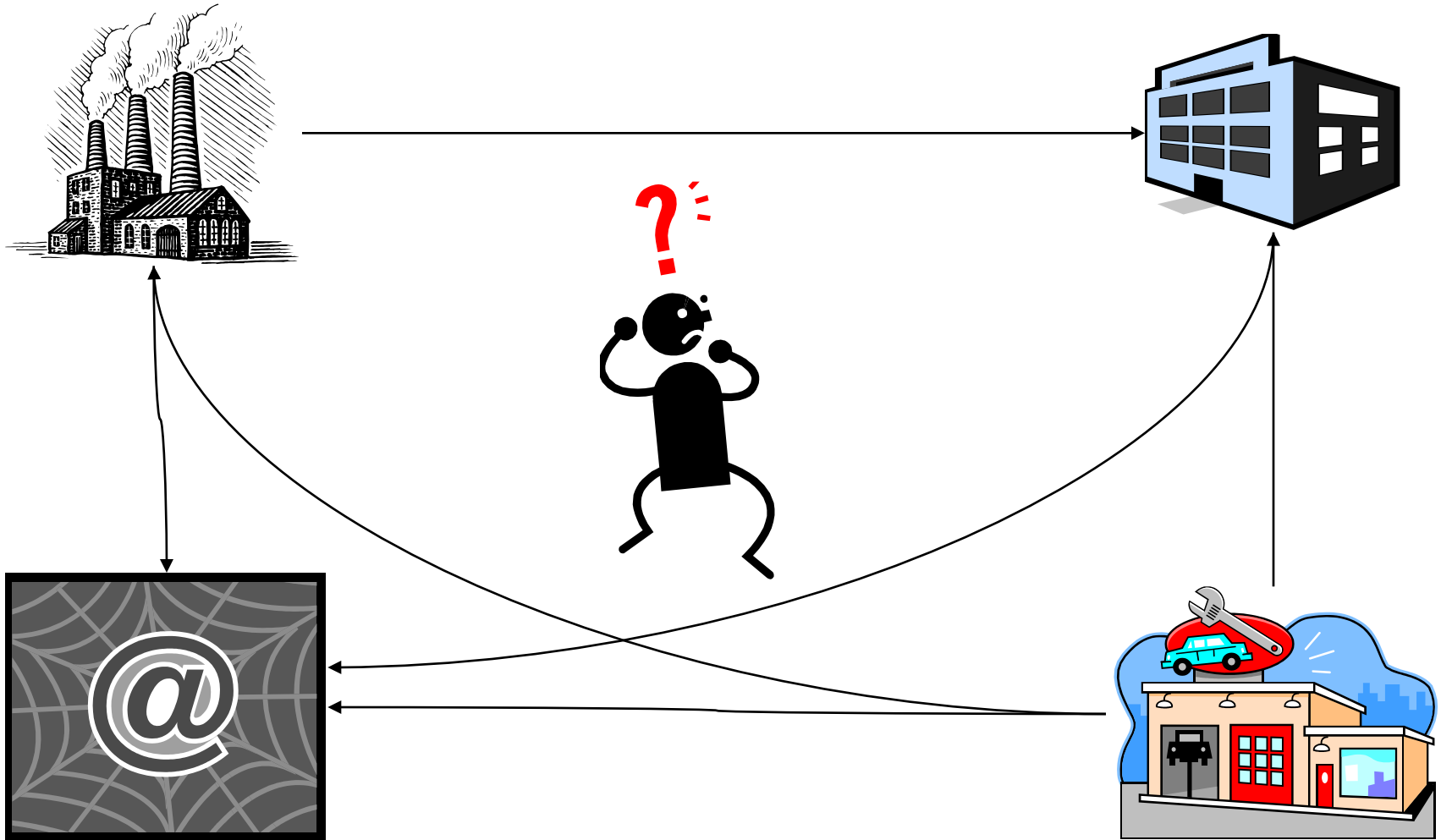






- In short, a unified, centralized data management solution that anyone can use, anywhere, anytime
- Minimize costly data errors – DIY or DIFM, but do it once, correctly
- Become/remain compliant with rapidly evolving industry data standards (without becoming too much of a data nerd yourself)
- Easy access to centralized data store for pricing, application data, product information, etc.
- Simple to use for non-technical users (especially sales people) to generate their own custom data sets, app guides, etc.
- Regularly update key data receivers with current data files (in the super special format they require)
- Integrate with your website and shopping cart to ensure you're never out of step with your customers

# Why Good, Clean Product Data Rules



Is it this?

Nissan	Pulsar	Pulsar N14 10/91-9/95 excl GTiR
Nissan	Pulsar	Pulsar N14 GTiR 91-96 turbo Awd
Nissan	Pulsar	Pulsar N14 10/91-9/95 excl GTiR
Nissan	Pulsar	Pulsar N14 10/91-9/95 excl GTiR
Nissan	Pulsar	Pulsar N15 10/95-6/00
Nissan	Pulsar	Pulsar N15 10/95-6/00
Nissan	Pulsar	Pulsar N14 GTiR 91-96 turbo Awd
Nissan	Pulsar	Pulsar N14 GTiR 91-96 turbo Awd
Nissan	Pulsar	Pulsar N16 00-on sedan hatch
Nissan	Pulsar	Pulsar N14 10/91-9/95 excl GTiR
Nissan	Pulsar	Pulsar N15 10/95-6/00
Nissan	Pulsar	Pulsar N14 10/91-9/95 excl GTiR
Nissan	Pulsar	Pulsar N14 GTiR 91-96 turbo Awd

Nope. Blending drive trains, body codes and other data might work for a counter seller, but not for ecommerce...

Is it this?

LIGHT TRUCK/SUV		
MAKE//MODEL	DRIVE TRAIN	YEAR
<b>ACURA</b>		
SLX		96-99
<b>CADILLAC</b>		
Escalade (Exc. Elect. Susp.)		99-00
<b>CHEVROLET</b>		
Astro Van	2WD	85-04
AWD		90-04
Blazer (Full Size)	2WD	73-83
		69-72
	4WD	92-94
		73-91
(With Quad susp.)		81-91

Nope. Excel is great for some things, but this structure won't get ingested into many computer systems without programmer rebellion...

Is it this?

Year	Model / Engine	Part #	Year	Model / Engine	Part #
<b><u>CHEVROLET TRUCK (con't)</u></b>			<b><u>CHEVROLET TRUCK (con't)</u></b>		
<b>K10, 20, 30; K1500, 2500, 3500 Pickup 4x4 (con't)</b>			<b>S10 pickup, S10 pickup 4x4, T10 Pickup 4x4</b>		
<b><u>V-8 (con't)</u></b>			<b><u>4 Cyl.</u></b>		
1998	K10/1500 5.7L (350ci) Vortec, VIN R		1999-1997	S10 Pickup 2.2L (133ci) MFI, VIN 4	
	K20/2500		1995-1994	S10 Pickup 2.2L (134ci) L4 engine, VIN 4	
	K30/3500		1993-1991	S10 Pickup 2.5L (151ci) HO, EFI, VIN A	
1995-1988	K10/1500 5.0L (305ci) TBI, VIN H		1991-1985	S10 Pickup 2.5L (151ci) TBI, VIN E	
	K20/2500		1988-1985	S10 Pickup 4x4 2.5L (151ci) TBI, VIN E	
1995-1988	K10/1500 5.7L (350ci) TBI, VIN K		<b><u>V-6</u></b>		
	K20/2500		2002-1997	S10 Pickup 4.3L (262ci) CPI, VIN W	
	K30/3500		T10 Pickup 4x4		
1995	K30/3500 7.4L (454ci) TBI, VIN N		1999-1997	S10 Pickup 4.3L (262ci) LF6, SFI, VIN X	
1993-1991	K20/2500 7.4L (454ci) TBI, VIN N		T10 Pickup 4x4		
1993-1988	K30/3500 7.4L (454ci) TBI, VIN N		1995-1988	S10 Pickup 4.3L (262ci) TBI, VIN Z	
1988	K20/2500 5.7L (350ci) HD, VIN M		S10 Pickup 4x4		
	K30/3500		1993-1986	S10 Pickup 2.8L (173ci) EFI, VIN R	
<b>P20, 30; P2500, 3500 Chassis</b>			1989-1986	S10 Pickup 4x4 2.8L (173ci) EFI, VIN R	
1998	P30/3500 4.3L (262ci) V6 engine, CPI, VIN W		<b>Silverado 1500, 1500 HD, 2500, 2500 HD, 3500</b>		
1995	P30/3500 4.3L (262ci) V6 engine, TBI, VIN Z		<b>– 2 &amp; 4 Wheel Drive</b>		
1993	P20/2500 4.3L (262ci) V6 engine, TBI, VIN Z		<b><u>V-6</u></b>		
1998	P30/3500 5.7L (350ci) V8, Vortec, VIN R		2002-2001	1500 Silverado 4.3L (262ci) CPI, VIN W	
1998	P30/3500 7.4L (454ci) V8, Vortec, VIN J		1500 Silverado 4x4		
1996-1987	P30/3500 5.7L (350ci) V8 engine, TBI, VIN K				

Nope. Your paper printer likes PDFs, but data systems don't. Plus, what a pain to maintain!!

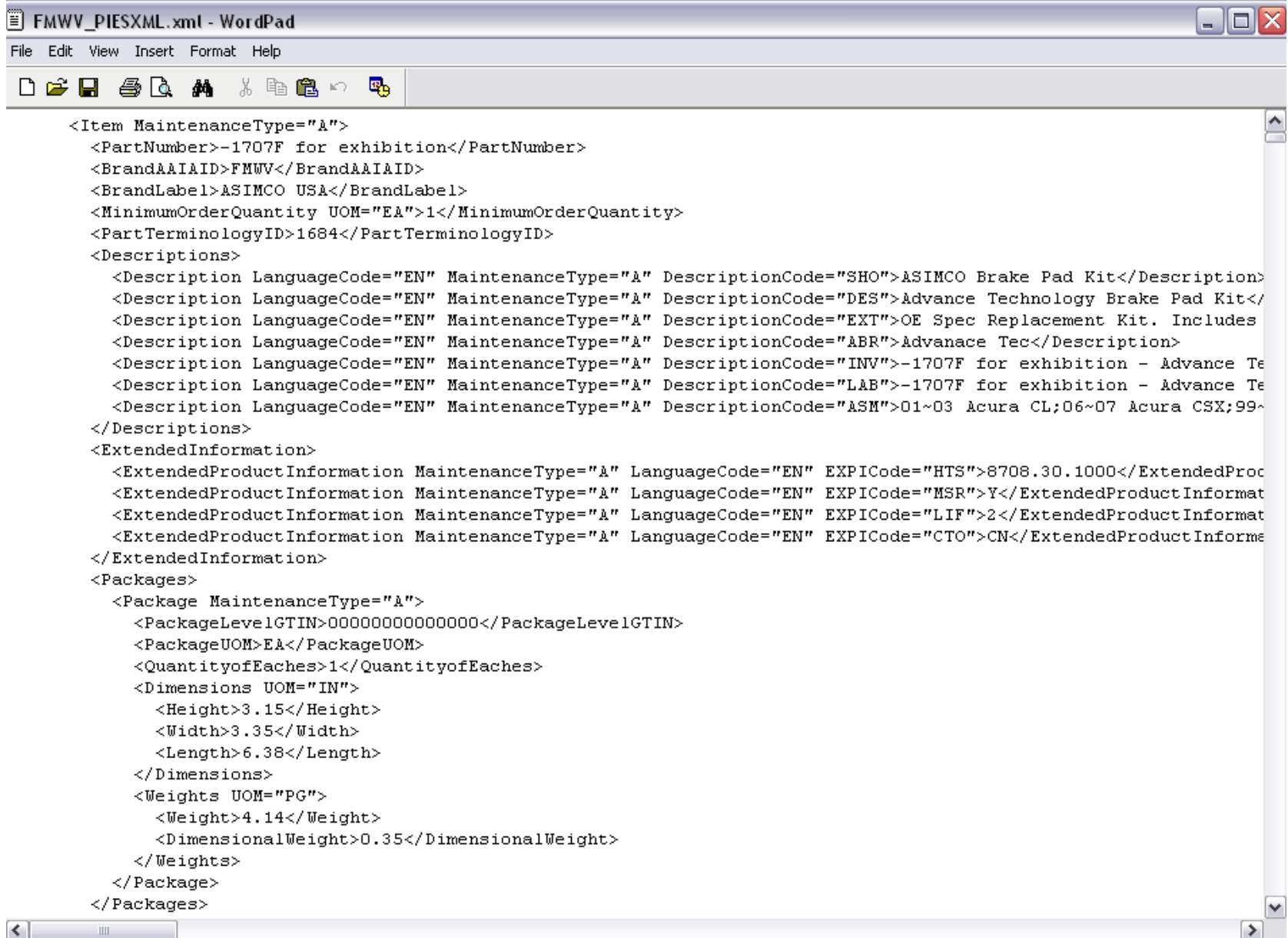
- **Delimited Text File:** an array of data separated by any character; most common delimiters are tabs, commas, and vertical bars (aka, “pipe”). This is a flat file format.
- **XML** (Extensible Mark-up Language): tags that define and validate data and facilitate transmission and interpretation of data between organizations.
- **AAIA Legacy:** original AAIA electronic catalog standard for vehicle year, make, model, and engine in a flat file format. RIP: 12/31/12
- **ACA:** Formerly the AAIA, now known as the Auto Care Association. Keeper of the keys to the Data Kingdom
- **ACES** (AAIA Catalog Enhanced Standard): current electronic cataloging standard comprised of vehicle year, make, model, engine and additional vehicle attributes in a relational database in an XML format.
- **PIES** (Product Information Exchange Standards): standardized fields of product information, like part number, descriptions, price, dimensions, etc., in an XML format.



Product data standard is used for trading between you and your business partners.



- Brand Identification
- Part Number and type, and GTIN information
- Descriptions, including anything from abbreviations (12 characters) to general product (40-80 character), to marketing descriptions and search keywords (2000 characters each) and many more
- Pricing (up to 43 different pricing levels supported)
- Dimensions and Weight
- International trade and Hazmat information
- Digital Assets



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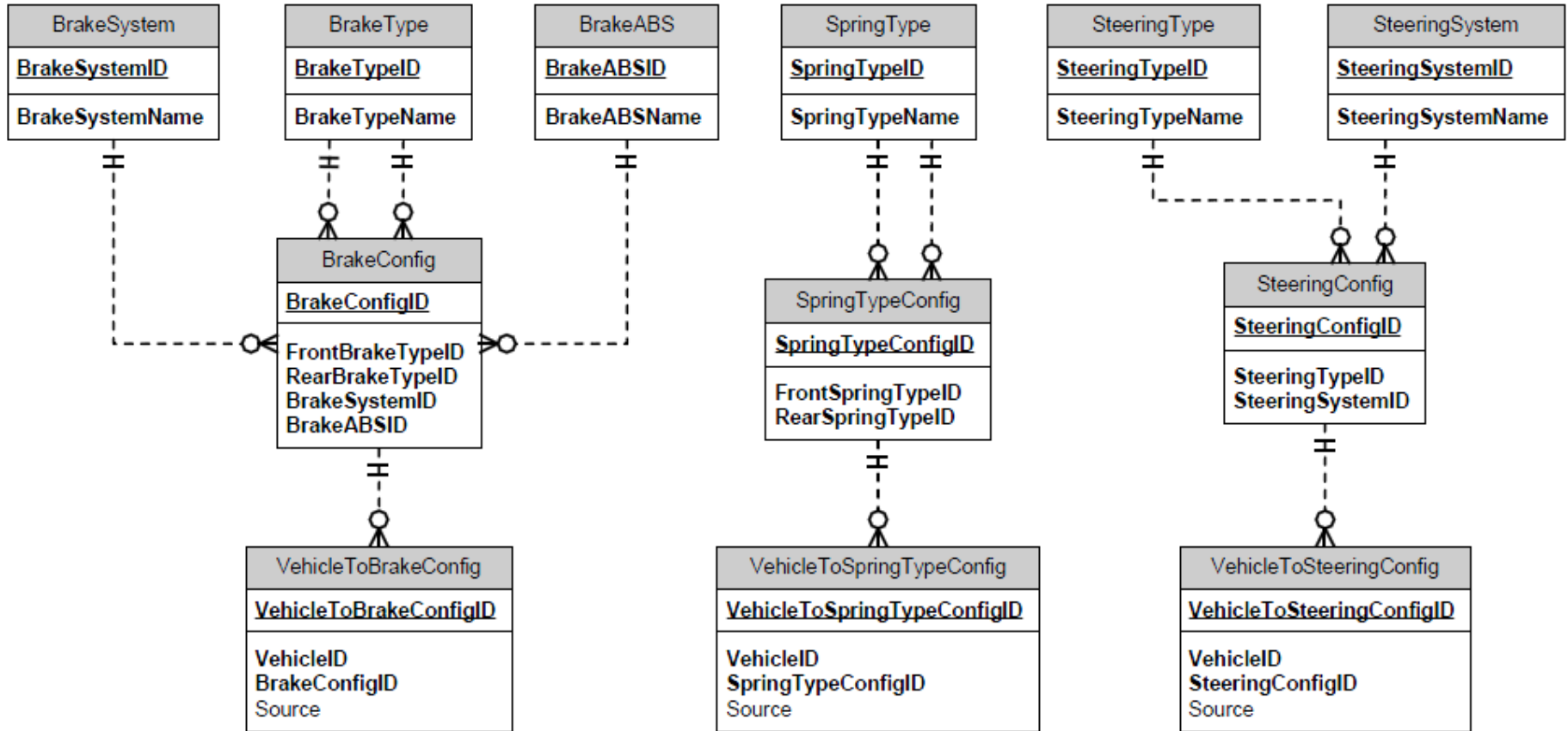


Application (aka, vehicle fitment) data is used to determine what your part is and which vehicle or vehicles your parts fit.

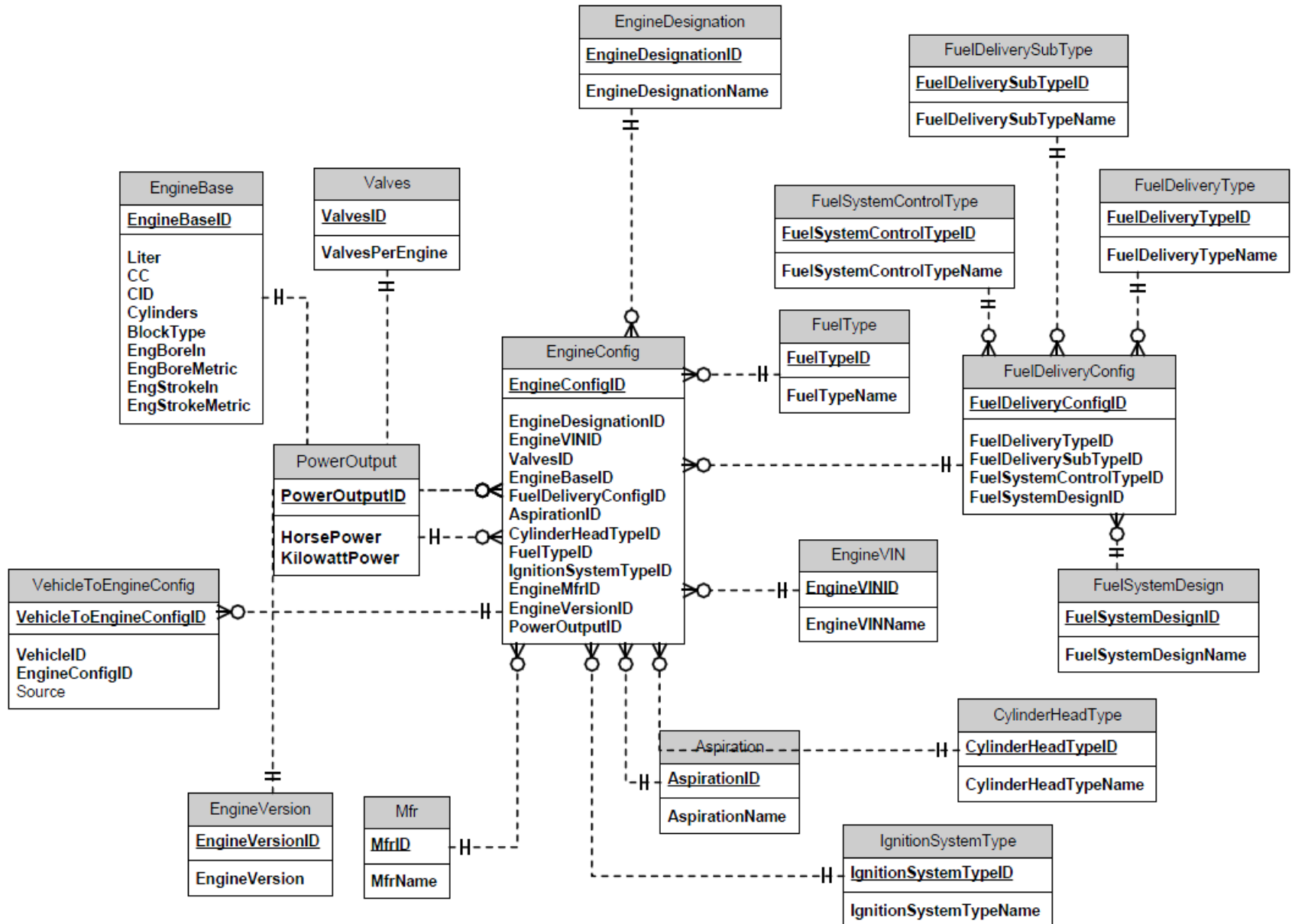
- Base = Vehicle
  - Minimum standard for an ACES-compliant application is Year, Make and Model
  - The rabbit hole goes very, very deep
    - Mappings between base vehicle and Body Style, Engine configs, Transmission configs, brake systems, wheelbases, and so much more...

Year	Make	Model	Submodel	Vehicle Type	Vehicle Type Group	Region
2010	Chevrolet	Camaro	LS	Car	Light Duty	USA
2010	Chevrolet	Camaro	LT	Car	Light Duty	USA
2010	Chevrolet	Camaro	SS	Car	Light Duty	USA

# ACES Brake System composition



# ACES Engine Group – gets pretty gnarly



## Who's Using ACES and PIES?

- Is everyone on these standards?

**Yes!**

(well, everyone who matters...)

- Does everyone use every feature in these standards?

**NO!**

(thank the heavens...)

- Does everyone abide by these standards correctly?

**NO!**

(what fun would that be??)



**SPEED**cat



- Minimize data errors from input to maintenance to export
- Evolve along with industry data standards before you realize they've changed
- Get real-time, 24/7 access – clear ownership and easy management of YOUR data
- Automatically deliver your latest data to key data receivers
- Generate app guides and other custom exports whenever you need them
- With SPEEDgate, provide an airtight connection between your parts data and your website (and shopping cart system)

**Thanks!**

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