



TecAlliance



Analytics Manager

The solution
for standardised
data analysis.

Active analysis.

Understand the market better and discover potential.

Whether it's industry or trade: anyone operating in the independent automotive aftermarket (IAM) should regularly refer to data-based analysis and use the knowledge gained. With the Analytics Manager we give you a tool box that provides answers to important questions about the market, customer search behaviour and your own portfolio.

Parts manufacturers need to know above all what the market is looking for and how. Market knowledge helps you optimise your offerings. It's the same for the trade: knowledge of your customers' search behaviour can increase long-term sales.

You also need to recognise the strengths and weaknesses of your own product portfolio to uncover potential and increase your market presence. Analysis of your own offerings is rewarded by increasing sales; it helps you to make important decisions that are verified and based on data.

Until now, meaningful and individual analysis required either a costly investment in services or designing the analysis from scratch and implementing it with purchased data. But what if you need rapid and reliable results? This is where the Analytics Manager comes into play.



Analytics Manager.

Analysis on demand.

The Analytics Manager is our high-performance solution for the IAM and the answer to the great demand for fast, simple and standardised analysis options.

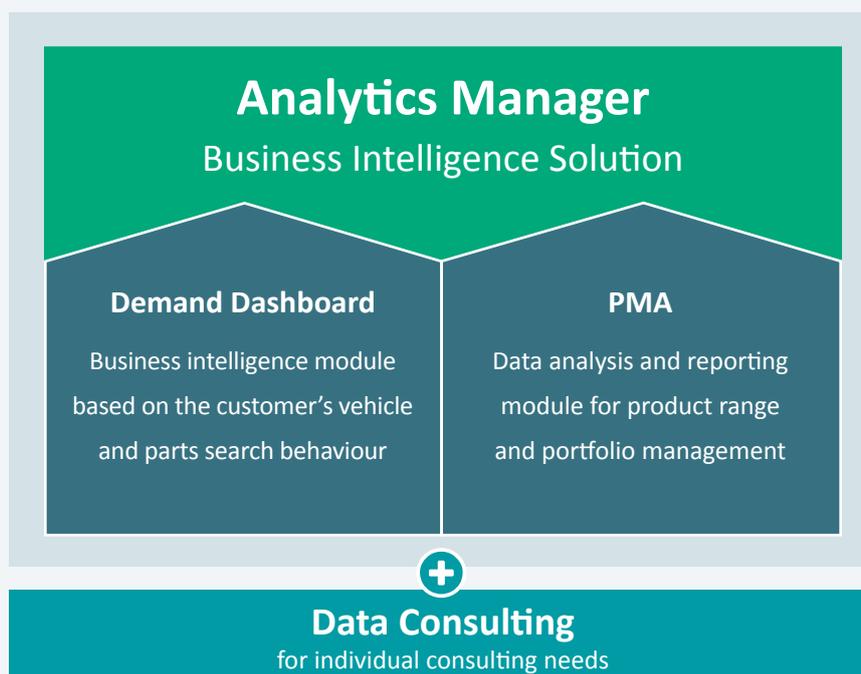
The solution includes various modules tailored to your needs. The Demand Dashboard module obtains analysis based on your customers' search and usage behaviour in the TecDoc Catalogue – the world's leading spare parts and vehicle catalogue. This helps you to adapt your portfolio to real customer queries.

In addition, the stand-alone PMA module provides comprehensive options to analyse your portfolio and compare it with your competitors' parts data. A wide variety of analysis options helps you to effectively manage your product line.

For spare parts manufacturers and dealers alike, both modules are essential instruments to adapt your portfolio, making them a key component for sustainable sales growth.

Two modules for first-class analysis.

The structure of the Analytics Manager.

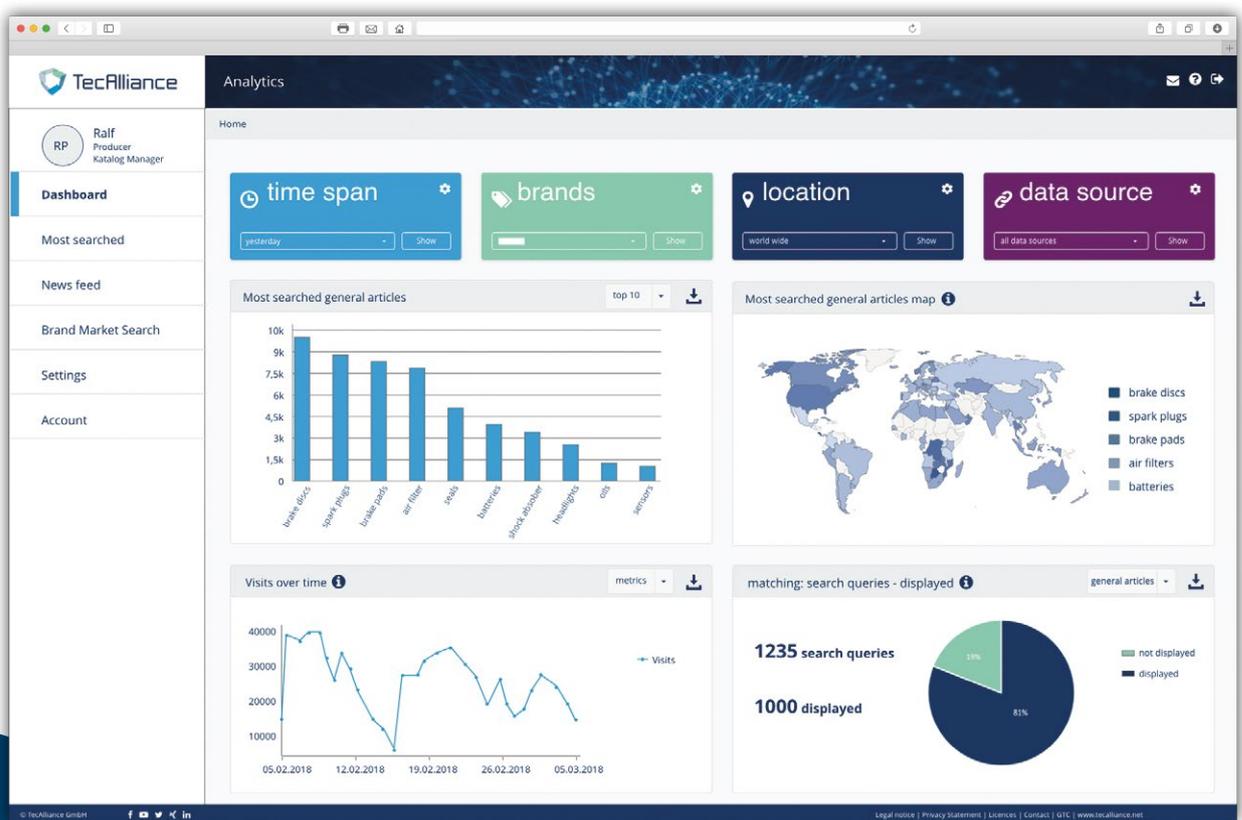


Demand Dashboard.

Standardised data analysis based on your customers' search behaviour.

For parts manufacturers and distributors alike, the Demand Dashboard ensures better understanding and increased transparency. The key questions are: what is the market looking for and how? What shapes your customers' search behaviour? The information gained helps you tailor your portfolio to the market.

What is the market looking for and how?





The module provides specific insights and delivers standardised reports on your customers' real search queries. Thanks to drill-down functionality, you can quickly and easily configure the analysis results as you wish by time interval, brand, region and data source.

The time-based search delivers particularly interesting findings on market trends and developments. As a parts manufacturer, you can use these findings to better respond to the needs of your customers.

Your customers' search and purchasing behaviour is particularly relevant to adapting the prices and availability in your portfolio.

The advantages of such a solution are obvious: you benefit from your customers' real usage data; you obtain fast, simple, cost-efficient and reliable insight into their search behaviour; you can optimise your portfolio in an effective and targeted manner.

Your benefits:

- Pre-defined analysis
- Easy-to-use interface
- Cloud-based web application
- Data segmenting, filtering and drill-down functionality

PMA (Product Management Analytics).

For efficient portfolio management.

PMA helps you to manage your portfolio effectively. Discover the strengths of your own product offerings and identify optimisation potential through gap analysis. This is achieved by continuous and standardised observation of the market and competitors.

Your market presence in spare parts catalogues and order management systems can be in-

creased by optimising your vehicle links. PMA minimises the risk when expanding your portfolio, as a simulation and advance research can be performed using competitor data.

PMA also brings benefits in terms of identifying relevant vehicles and helping manufacturers to develop spare parts. Parts dealers also benefit by optimising their supplier selection and closing gaps in their product ranges



Step by step to new knowledge.

How PMA works.



This multilingual module is available online worldwide; it can be used by multiple users at the same time. It offers 20 different analysis options for cars and CVs as well as selection and filter options by product group and vehicle manufacturer.

You benefit from regular, centralised data and software updates from TecAlliance as well as the straightforward user guidance. With PMA, you can evaluate data of spare parts manufacturers in the TecAlliance portfolio using article links, cross-references and OEM spare part numbers. All your analysis is available in Excel reports.

Data Consulting.

Analysis beyond the software solution.

We strive to make our analysis tools as universal as possible, while always meeting your individual needs. For more extensive analysis and consultation needs, our IAM experts offer you individual and customised Data Consulting Services. Our mission is to support your business by analysing your data and information so profitably that you already know today how your business will develop tomorrow. To win new customers with an innovative portfolio, timely presence in key markets and digital business models.

So that you profit.

Competitive advantages

You gain reliable insights that give you a market boost, demonstrate your options and help you to make the right decisions.



Expertise transfer

You benefit from new input, as well as ideas and approaches to acquire extra knowledge.



Cost efficiency

You acquire precisely the data and information that are truly relevant to your business.



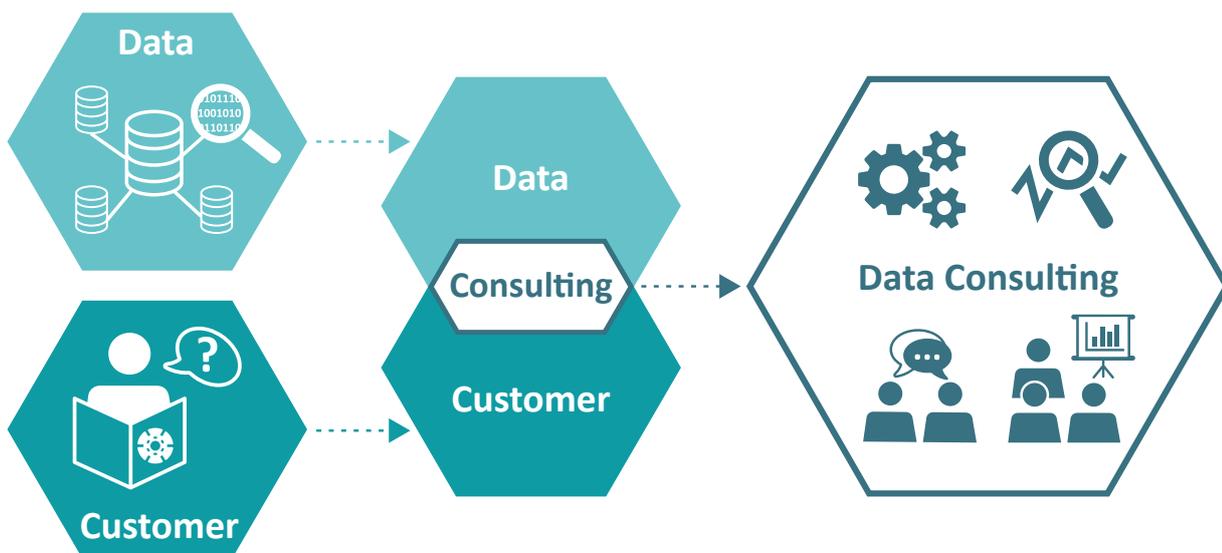
Time savings

Use time savings and new-found efficiency to concentrate on your regular core business.



Individually adapted to your needs.

Data-supported consulting and evaluation.



In a preliminary discussion, we discover your objectives or the challenges you want to overcome. Then we evaluate the data sources available in the entire market and identify which ones will help you in your individual business case. Based on this, you receive a proposal for a data-driven analysis project. At the end of a data consulting project, you receive clear action recommendations that enable you to make strategic decisions and implement them.

Our Data Consulting service spectrum:

- Portfolio optimisation
- Returns and gap analysis
- Individual analysis projects
- Consulting on digital business models and processes



More than 20 years of experience

About TecAlliance.

The reliable partner at your side.

You must be able to rely completely on your partners in order to perform first-class work and deliver convincing results. It is good to know that TecAlliance is such a reliable, competent and experienced partner at your side.

We have been operating successfully in the independent automotive aftermarket for more than 20 years and set market standards with our solutions.

As a result, we are one of the leading global providers of data and process management in the industry today. With 35 shareholders and more than 550 employees, we operate in more than 140 countries around the globe.

With the Analytics Manager module PMA, you have 20 different competitor analysis reports at your disposal. The Demand Dashboard currently analyses more than 250,000 searches per day. The product information from 700+ brands is the basis for PMA and the Demand Dashboard.

In addition to the Analytics Manager, our Data Consulting team is on hand to meet your individual analysis needs.

Just contact us!



20

standardised types of
competitor analysis reports



More than
700

brands



More than
250,000

search queries
analysed per day



More information:
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 **TecAlliance**
Driving the Digital Aftermarket