

FACT SHEET:



Overview

LinkIQ is a web-based application enabling access to the OEConnection *Data Mining and Reporting* infrastructure, a structure established to turn data into information – information into intelligence – and intelligence into sales.

LinkIQ is designed and built to deliver where traditional business intelligence and reporting tools have failed. Because of OEConnection's focus on the automotive industry and our deep domain expertise in the supply of original equipment parts, *LinkIQ* tools are developed with an organization's analysis needs and business issues in mind.

The result — an application that is easy to learn and can be quickly adopted by field personnel throughout an organization. *LinkIQ* is designed to provide answers with minimal effort.

LinkIQ Idle Analysis equips field organization personnel to:

- ❖ Run a dealer analysis prior to a meeting with a parts manager to help drive discussion on potential areas for improvement to the dealer's idle inventory
- ❖ View reports that compare dealer idle inventory based on a user-defined trading area
- ❖ View reports that show which parts are approaching idle parameters
- ❖ Identify specific lists of idle parts and see which dealers are stocking those parts
- ❖ Help dealers effectively market idle inventory by displaying market and national maximum discounts
- ❖ Provide idle information based on specific dealer information by market or part number
- ❖ Calculate idle percentage by both part and dollar volumes

Setup

Customers provide OEConnection dealer and parts master files:

- ❖ *Dealer List*: Dealer name, code, geographical location, and regional segmentations
- ❖ *Parts Master*: Individual part numbers, descriptions, specific catalog groupings, part attributes
- ❖ *Inventory Data*: Nightly collection of DMS quantities and stocking status

How It Works

OEConnection uploads customer information to the *LinkIQ* engine. Idle Analysis is configured, tested and verified, gathering and organizing the results within a powerful and user-friendly Internet format. Field personnel can:

- ❖ Analyze idle inventory of specific dealers or parts based on a selected market
- ❖ Drill-down to select dealerships to quickly view details of specific idle parts

Field personnel can generate a report with dealer-specific information for use when consulting with the dealer about improving their idle inventory percentage.

How to Run an Idle Analysis

Running an Idle Analysis is easy. Just follow these three steps:

1 Select Focus

Choose to view the results on a parts basis or a dealer basis. Select to define idle parts by the Last Sale Date or Last Received Date, and select a number of months to identify idle parts.

2 Select Dealers

Manually enter a list of dealers, select dealers by geographic area, or search for dealers.

3 Select Parts

Import or manually enter a list of parts, or select by category, M/M/Y and cost, or days supply, missed opportunities and sales.

After choosing your criteria, click **Submit** to run your report. The following image shows a section of the results that will display. Examine the results to help advise your dealerships about areas of improvement for their parts inventory.

			Total			Idle				
<input type="checkbox"/>	Dealer Code	Dealer Name ▲	Total SKUs	Total Parts	Total \$ Value	Idle SKU Count ▼	Idle Part Count	Idle \$ Value	% Idle SKU	% Idle Part Count
<input type="checkbox"/>	421111	Bald Eagle Suzuki	450	666	\$42,474.73	275	365	\$30,014.49	61.11%	54.80%
<input type="checkbox"/>	413232	Freedom Suzuki	350	631	\$23,190.78	69	121	\$4,865.22	19.71%	19.18%
<input type="checkbox"/>	422222	Suzuki of Ridgeville	328	628	\$20,239.46	116	172	\$8,238.22	35.37%	27.39%
<input type="checkbox"/>	429999	American Suzuki	1,087	3,166	\$67,453.82	356	1,229	\$30,132.13	32.75%	38.82%
<input type="checkbox"/>	426666	National Suzuki	389	966	\$34,039.08	32	76	\$3,895.14	8.23%	7.87%
<input type="checkbox"/>	413333	Suzuki of Richfield	577	1,163	\$33,485.35	266	434	\$14,561.23	46.10%	37.32%
<input type="checkbox"/>	421414	North Point Suzuki	217	464	\$9,238.87	143	321	\$7,459.20	65.90%	69.18%
<input type="checkbox"/>	437777	Suzuki of Royalton	91	261	\$4,096.40	3	11	\$361.42	3.30%	4.21%
<input type="checkbox"/>	414444	The Suzuki Car Company	537	1,418	\$47,244.02	252	589	\$14,481.04	46.93%	41.54%
Total			4,026	9,363	\$281,462.51	1,512	3,318	\$114,008.09	37.56%	35.44%
Group Avg			447	1,040	\$31,273.61	168	369	\$12,667.57	37.56%	35.44%

LinkIQ – turning parts information into intelligence - intelligence into sales.