

# 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 fast to deploy, easy to learn, and can be quickly adopted by personnel throughout an organization. Whether the *LinkIQ* user is in product line, engineering, logistics or operations — managing the supply chain or supporting dealers — *LinkIQ* is designed to provide answers with minimal effort. *LinkIQ* equips a company to:

- ❖ Identify availability of hard-to-find parts
- ❖ Better understand part demand in a given area
- ❖ Plan for part phase-out or recalls
- ❖ Understand idle inventory in the supply chain
- ❖ Compute the dollar value of inventory in place
- ❖ Plan marketing programs
- ❖ Identify dealers stockpiling scarcely available parts
- ❖ Map inventory availability to part demand
- ❖ Understand the impact of part re-pricing decisions
- ❖ Allows a dealership sale to proceed faster than waiting for an initial physical inventory

## Setup

Customers provide OEConnection dealer and parts information files:

- ❖ *Dealer List*: Dealer name, code, geographical location, and regional segmentations.
- ❖ *Parts List*: Individual part numbers, descriptions, specific catalog groupings, part attributes.

## How It Works

OEConnection uploads customer information to the *LinkIQ* engine. Part Circulation is configured, tested and verified, gathering and organizing the results within a powerful and user-friendly Internet format. Users can refine results through:

- ❖ Grouping
- ❖ Sorting
- ❖ Drill-down capabilities to further "slice and dice" results.

Results can be saved, exported, distributed to others within the organization, or emailed directly to corporate staff or others on a scheduled basis.

## ***Information Calculations and Dependencies***

*LinkIQ* relies on data collected from dealership DMSs. Data may vary by:

- ❖ DMS platform (e.g., ADP Elite vs. Reynolds & Reynolds ERA vs. Autosoft, etc.)
- ❖ Dealership settings and usage

### **Calculations:**

**Sales** are calculated daily using “soft sales” data based on inventory from one day to the next. For example, if inventory decreases from 3 to 2 from one day to the next, *LinkIQ* assumes 1 part was sold. If inventory of a part is increased by two from one day to the next, *LinkIQ* assumes that two parts were received into stock.

**Parts Age** is calculated using the dealers’ DMS Parts Inventory file. Limitations include:

**ADP DMS:** “Months not sold” field is calculated from the first day of the month making parts age correct or slightly older.

**Other:** Some DMS types do not consistently report an accurate last date sold. In this case, parts age cannot be accurately calculated.

**Total Sales:** Total sales figures are derived from the monthly sum of soft sales.

### **Dependencies:**

Inconsistent, incomplete, or inaccurate DMS-sourced data adversely impacts the quality and usefulness of *LinkIQ* results. OEConnection cannot control or guarantee the quality of dealer data nor the data elements and derived values from inaccurate data.

## ***Reports***

*LinkIQ* offers reporting capabilities to meet the information needs of OEM corporate, regional, and field staff.

Configure reports for:

- ❖ A specific dealer or list of dealers
- ❖ All dealers in a district
- ❖ All dealers in an area
- ❖ All OEM specific dealers

Allow staff to set criteria including:

- ❖ Number and dollar value of parts in inventory
- ❖ Estimated fill rate for internal sales, retail sales, and wholesale
- ❖ Part Demand

With reliable dealer data input into dealership management systems, output data can provide automakers with solid, valuable information with which to base business decisions.

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