

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 Stocking Analysis equips organization field 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 parts inventory
- ❖ Evaluate opportunity costs for uninformed stocking decisions and potential profits for better informed decisions
- ❖ View reports that compare historic dealer sales to those of a user-defined trading area
- ❖ Identify parts that may be overstocked or under-replenished at a dealer to optimize parts investment capital, OE part sales, and shelf space
- ❖ Determine Best Stocking Level (BSL) by part number based on sales history, target fill rate, and replenishment order lead time
- ❖ Graphically depicts parts sales in the local area and when the time is right to phase in new parts
- ❖ Determine the optimal time to phase out older parts

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. Stocking Analysis is configured, tested and verified, gathering and organizing the results within a powerful and user-friendly Internet format. Field personnel can:

- ❖ Analyze sales history of specific parts at the dealership and local market
- ❖ Drill-down to specific dealerships to quickly identify specific parts that are under-replenished or overstocked

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

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
- ❖ All dealers in a district
- ❖ All dealers in an area

Allow staff to set criteria including:

- ❖ Number and dollar value of parts in inventory
- ❖ Target fill rate for internal sales, retail sales, and wholesale
- ❖ Lead time for replenishment orders – Same Day, Next Day, 2 Day, etc.

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.

