

Infomedia's Auto PartsBridge 'drives genuine parts sales'

Increased efficiency, better repairs using OEM parts benefit body shops

Automotive software developer Infomedia Ltd. says the aftermarket parts industry in Canada is worth over \$19 billion.

"More than ever, OEMs and dealers are focused on tapping new revenue and profit opportunities in fixed operations.

"Winning business from aftermarket and salvage suppliers is worth billions of dollars to Canada's genuine parts sellers."

Infomedia says this was an opportunity to develop an "innovative and sustainable solution to help their OEM customers compete against the aftermarket suppliers."

Infomedia Americas CEO Karen Blunden explains. "We have leveraged our Microcat electronic parts catalog technology to build Auto PartsBridge, a unique online parts ordering solution that links the body shop repairers to their OEM franchised dealership."

Blunden says Auto PartsBridge lets OEMs and their dealerships see the parts a body shop needs to buy based on a collision work estimate, both genuine and aftermarket.

"The system empowers dealerships to competitively bid for the aftermarket parts opportunities destined for non-dealer sources."

Auto PartsBridge also helps OEM-sponsored or dealer-driven parts discount programs, meaning body shops purchase genuine parts at competitive prices.

"Put simply, Auto PartsBridge creates a market for OEMs and dealerships where sales opportunities were non-existent before," she adds.

Auto PartsBridge is now in use in Honda, Acura, Hyundai and Kia dealerships and their associated body shop customers across Canada.

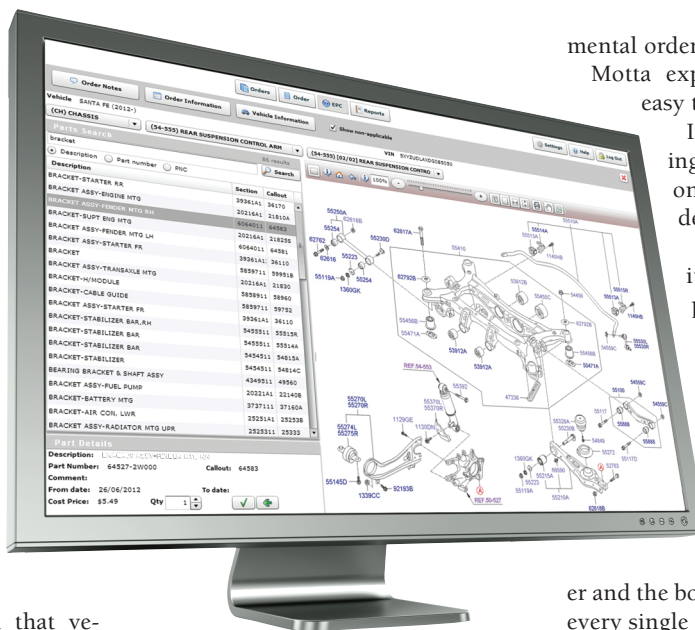
Infomedia says the results have been "impressive," both in terms of increased genuine parts sales and productivity at both the dealership and body shop.

The system promotes order accuracy, efficiency and that vehicles are repaired with genuine parts, says Infomedia.

Adam Motta, Auto PartsBridge sales executive, says the system lets the body shop use the same genuine catalog the dealership parts department is using for ordering.

"Auto PartsBridge gives dealers and body shops access to the same VIN-specific part data and illustrations, which streamlines a "typically fragmented" process. There's no need for follow-up calls or faxes."

And that means more accurate and faster ordering, fewer returns, improved cycle time, and the benefits of better fit and finish using OEM parts, he says.



mental orders by 90 percent."

Motta explains that the system is easy to set up and use.

Infomedia also offers training via webinar and one-to-one sessions are available for dealers. Most don't need any.

"It's intuitive. They use it the same way they use a parts catalog."

Blunden says "We are the only company that has built a solution based on the VIN specific (OEM) parts catalog with real time data as provided by the OEM. That is our differentiator."

"That gives the dealer and the body shop the assurance that every single day they can trust the data to drive genuine parts sales through added visibility, accuracy, and speed."

She adds that this means the customer's car spends less time in the shop and is fixed with genuine-fit OEM parts.

That is good for the customer, the body shop, the OEM, and the dealer.

In business in Canada since the 1990s, Infomedia develops and supplies electronic parts catalog solutions for such franchises as Ford, Honda, Toyota, Land Rover, Hyundai, and Kia.

For more information about Auto PartsBridge, call 1-888-807-1370 or email apb@ifmnortheramerica.com

Wayne Johnston, Infomedia's business development manager for Canada, says "The system is provided to body shops at no charge, and the dealers can select which body shops can use the system. The ROI for the dealerships is compelling."

Johnston reasons that the dealerships now gain 'incremental parts sales,' meaning Auto PartsBridge lets the body shop check the parts catalog and add parts directly to the order.

"A lot of the parts that are often added as supplemental orders can be included on the first order. So we end up reducing returned parts and supple-

Simple tips for sales success

Duane Marino

SALES COLUMNIST



To me, it's never about what's new. It's about what works. I may have never met your sales team or been in your showroom, but I know a few things about your showroom without ever setting foot in it.

Your best sales person spends more time in their office than anyone else. That same sales person has more appointments than anyone else.

Your best managers spend more time out on the showroom floor than anyone else.

When I walk into a showroom, if I see all the sales people hanging around on the floor all day, and their managers hiding out in their offices all day, it's an underperformer.

This team's game plan is sarcasm, boredom, prayers, meditation and wishful thinking and their sales managers are just sales administrators.

It's in their offices where sales pros make contacts in the attempt to book appointments. And it's on the showroom floor where sales managers can direct traffic, break bread and thank everyone for coming in or buying.

SALES PEOPLE: 10 contacts a day keeps bankruptcy away and appointments will set you free. Get a paper – yes, I said – a paper monthly appointment calendar and keep it open all day on your desk for subtle pressure and reminders about your

week and month. Now, work very hard to fill it up.

SALES MANAGERS: MBWA – manage by walking around. I know you have tons of paperwork, but customers love to meet you and sales people need to see you. No sales, mean nothing to manage, and no job for you.

BUSINESS MANAGERS: GOYA – get off your assets. With luck, every customer on the floor will end up in your office. Break the ice and just say hi to every customer randomly, early and often and watch your turn time drop and your income rise.

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