



The authoritative news source for the global automotive parts and service industry



## CEO CORNER – Jens Monsees



Twelve months ago, I was appointed as Chief Executive Officer and Managing Director of Infomedia. It's an honour and a privilege to lead a truly global automotive-focused technology

company with strong, long-standing customer relationships. I am delighted to be back in the industry where I have spent most of my executive career, including at the BMW headquarters in Germany and as global lead at Google's automotive practice.

Many thanks to our global team for their warm welcome. I've been enjoying travelling throughout the Americas, Asia Pacific and Europe, meeting with our global partners and our customers, and hearing about the innovation that is occurring in our industry right now around the world.

I believe that one thing is clear right now: Emerging technologies are transforming the automotive industry for OEMs and Dealers. Many refer to what is happening in the automotive industry as a 'disruption.' I'm personally not a fan of that word – it brings fear and puts people into a place of needing to defend and protect what they have.

Instead, we need to embrace this as an amazing opportunity for OEMs and Dealers to increase loyalty and improve the relevance of their communication across the entire customer experience journey using the data available now.

As the leading global provider of DaaS and SaaS solutions that empowers the data-driven automotive

ecosystem, we are perfectly positioned for the changes that are occurring globally. We believe that data and technology solutions will rapidly progress from an era of standalone automation tools to a new integrated ecosystem that enables a seamless connected customer journey. Our solutions are designed to provide convenient omni-channel experiences across all customer touch points, from OEM to dealership. It connects with drivers at the relevant moments offering a greater level of personalisation and satisfaction. This kind of technology should be embraced.

Our team here at Infomedia are responding to the challenges our customers are facing by utilising more data and analytics in increasingly diverse ways. We want to make it possible to address customers as individuals, rather than as marketing categories, resulting in better buying and selling decisions. This level of personalisation will empower sales growth and brand loyalty for our OEM and Dealer customers and ecosystem partners.

Our data-driven ecosystem is able to leverage the opportunities in data as the industry begins transitioning to connected driving and more complex vehicle technology. We believe removing friction between and within OEMs, Dealers, vehicles and third-party systems is essential to unlock greater dealership productivity, improved customer experience and customer retention benefits.

I am very excited to be leading this company into this next new chapter of growth. Watch this space!

# Latest News

## What We've Been Up To



### Automotive News



2023 AADA  
Convention & Expo

#### Infomedia in the Driver's Seat

Jens talks to Automotive News about the impact of digital transformation in the automotive industry.

#### RAM Trucks Online Store Launch

Ateco Group partners with SimplePart to launch the new RAM Trucks Australia Parts & Accessories Online Store.

#### AADA Convention & Expo

Come visit us at AADA where we'll be showcasing our SaaS and DaaS solutions.



#### North American Parts Benchmark

Meet the team and check out our solutions at Carlisle's North American Parts Benchmark (NAPB) Conference.



#### Superservice Menus Updates

New data and updates to help Service Departments quote more quickly and accurately.



#### Superservice Triage Updates

Enhancements to help dealerships provide a better service experience for customers.

### PartsTrader and Infomedia Partner to Streamline Quoting & Ordering for Toyota and Lexus



PartsTrader announced a partnership and integration with Infomedia, streamlining the quoting and ordering process for Toyota and Lexus dealers by providing dealers with the benefits of Microcat Partsbridge, including:

- Direct access to price matching programs, for fast, competitive quoting.
- New Auto-Quoting based on dealer configured profiles, with price matching automatically applied.
- The ability to review and edit auto-quotes.
- VIN-precise part scrubbing that improves order accuracy and reduces return rates.

The new Auto-Quoting functionality saves time for dealerships, so no quoting opportunities are missed.

"We're delighted to partner with PartsTrader. Infomedia is committed to providing digital solutions for every stage of the customer lifecycle, and this partnership is an expansion of our data-driven ecosystem approach to

building exceptional connected car and driver experiences." said Jens Monsees, Infomedia Chief Executive Officer.

"We are excited to partner with Infomedia and enable dealers to seamlessly receive PartsTrader quotes and orders within Microcat Partsbridge." says Greg Horn, Chief Innovation Officer from PartsTrader.

The integration gives PartsTrader's marketplace a fully capable factory parts catalogue. Microcat Partsbridge automatically validates the part list against the factory parts data for accurate quotes, fast orders and minimal parts returns. With access to price matching programs, dealers can provide competitive quotes the first time, every time. The seamless DMS integration also provides fast and accurate invoicing.

Learn more: <https://www.partstrader.com/integrations/infomedia/> or <https://www.infomedia.com.au/partstrader-partsbridge-integration/>.

# Why OEMs and Dealerships are Losing Out to the Aftermarket – and How to Fight Back



The online shopping boom means a digital presence and an e-commerce solution is more important than ever before for OEMs and their dealerships.

E-commerce sites were instrumental in surviving the COVID-19 pandemic and remains pivotal as the world settles into a new way of doing business. This includes the automotive industry, where the parts and accessories sector has been a key targeted vertical by digital marketplaces such as Amazon, eBay Motors and other big box retailers.

That's why it is vital for OEMs and their dealership network to have an e-commerce solution of their own to future-proof their parts business.

## Consumers today expect a digital experience

- **Consumers are shopping online** and that's only going to keep growing. According to Frost & Sullivan, one in 10 of all automotive parts will be bought online by 2030.
- **Consumers expect an omnichannel experience**, including an online store. 75% of consumers shop both online and in-store, say McKinsey. E-commerce is the most important route to market over the next two years, say 86% of surveyed business leaders.
- **The demand for online parts and accessories stores exists already.** And the market is huge. For first-party and third-party parts and accessories revenue in 2021, Amazon generated US\$12bn, while for eBay Motors it was US\$11.7bn.
- **The aftermarket is growing rapidly and stealing profits from OEMs.** Frost & Sullivan predicts the global automotive aftermarket, worth US\$362.21bn in 2021, will rise to US\$478.8bn by 2025.
- **Issues like chip shortages and supply chain problems have made the new car market shrink while the used car market has grown.** It means that consumers have had to source parts to fix their used cars or have stuck with old cars that need to be repaired. Both cause average vehicle age to increase – a driving factor in parts and accessories sales.

“ The global automotive aftermarket business will rise from being worth US \$362.21bn in 2021 to US \$478.8bn by 2025. ”

Frost & Sullivan





“ Consumers expect an omnichannel experience, with 75% of consumers shopping both online and in-store. ”

## A Genuine Advantage


While OEMs and dealerships were initially slow to address the challenges of the aftermarket industry, they have huge competitive advantages over third-party online retailers that can be leveraged by their e-commerce solutions:

- **Accurate product fitment and unrivalled quality** that customers can't get elsewhere
- **Expertise in manufacturing parts** that third-party aftermarket companies can't reproduce or copy
- **Customer confidence and trust** in knowing that genuine parts are backed by warranties
- **Access to accurate OEM parts catalogue**, enriched with information such as parts illustrations and photos, so customers can identify and order the correct parts
- **Add-ons that the aftermarket can't match**, such as detailed parts fitment manuals and parts installation options at the dealership, which can be turned into a revenue stream
- **Flexible fulfilment and delivery options**, where customers can use 'click and collect' to pick up parts from their local dealership. OEMs can leverage their vast dealership network to provide a more local experience, on-demand deliveries and lower fulfilment and shipping costs

## The Way Forward

For OEMs and dealerships to compete with tech giants such as Amazon and eBay, and truly benefit from their unique competitive advantage, it's vital that they select the right technology partner for their e-commerce solutions. A partner should have:

- **Intuitive, customer-friendly e-commerce technology** that's fast and easy to set up
- **Great understanding** of modern consumer behaviour and sales psychology
- **In-depth experience** in the collation and enhancement of complex product data
- **Expertise in SEO and SEM** to drive traffic to an OEM or dealership's online store
- **In-house business consultative** services to help OEM and dealership partners reach business objectives



“ OEMs and dealerships that provide an omnichannel presence, including an online store, will be well positioned for the years ahead. ”

Additionally, these qualities will help OEMs and dealerships launch a holistic, direct-to-consumer e-commerce site that will future-proof their parts and accessories business and offer great opportunities:

- **Renew your relationship with your customers** by getting them back into your dealerships
- **Scale your e-commerce platform in a cost-effective way** and avoid sales going to marketplace solutions (which accounts for as much as 12% of all sales)
- **Full ownership and visibility** of the entire process of selling parts and accessories
- **A new sales channel** that increases parts and accessories sales – one that is comparatively more cost-effective than a marketplace race-to-the-bottom solution
- **Additional touchpoints** to gain new customers, regain lost customers and retain current ones
- **Ownership of the customer** by having a direct relationship with them
- **A consistent and unified brand experience** to help promote brand loyalty
- **Acquire vital first-party data** to grow the parts and accessories business further and own crucial product data and intellectual property

However, given the rapid pace of the e-commerce space and its complexities, these opportunities can't afford to be delayed. OEMs and dealerships that provide an omnichannel presence, including an online store, will be well positioned for the years ahead by partnering with a vendor who is already analysing and preparing for the e-commerce market of tomorrow.

But they need to act now. The right vendor will be looking and adapting to the future needs, and not just finding a quick-fix solution. Rapidly changing consumer behaviour and an evolving digital world require ongoing development to stay ahead of the competition.

[DOWNLOAD THE WHITEPAPER HERE](#) and learn how a holistic e-commerce solution can future-proof your parts and accessories business and face down the challenge of aftermarket parts providers.

# Product Spotlight

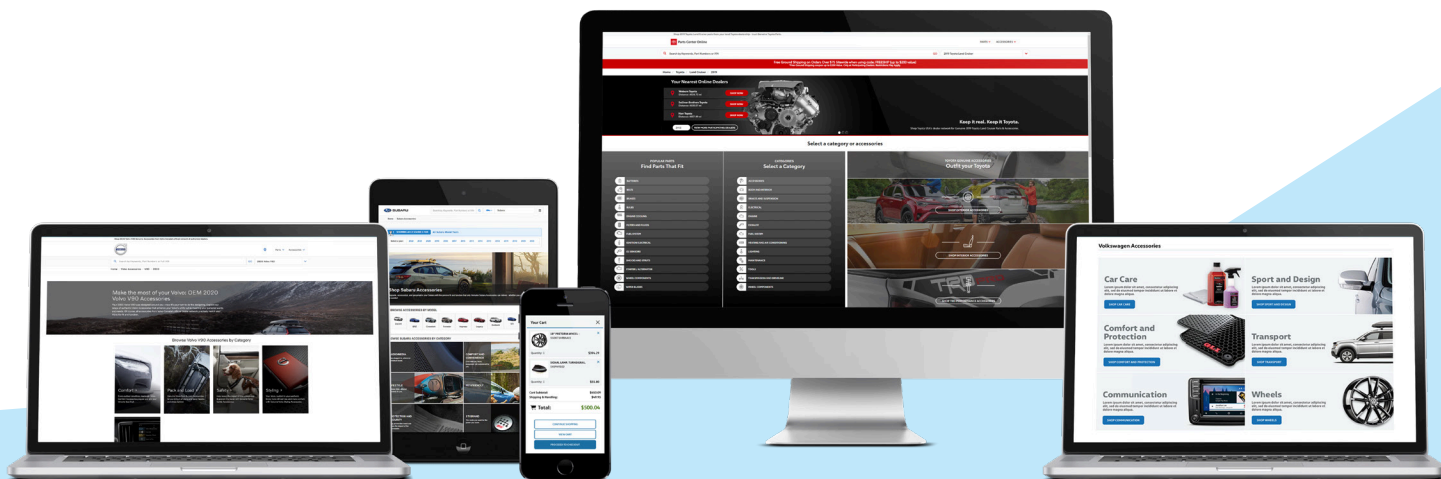
## SimplePart – Sell Parts and Accessories Online

Online auto parts sales just broke \$10 billion and are increasing year-over-year. Taking advantage of the opportunity to meet your owners where they shop – online – just makes sense.

Whether you are a pro at selling online or just want help getting started, our e-commerce solutions are designed to help you get online painlessly, keep you profitable and grow with your business—all with the help of our experienced dealer coaching staff.

- Plans that fit and grow with you
- Global 24/7 support team
- Dealer success coaching
- eBay online store integration
- In-house marketing team
- Clear and free analytics
- Fast and easy setup

[Learn More Here](#)



**SimplePart**   
 an INFOMEDIA company



## Client Highlight *Jardine Motors*

“ With Superservice Triage, we've seen a massive growth in selling urgent repair work, with an average of 86% increase in customer approvals over the period. ”

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Keith Arnold, Mercedes-Benz Divisional Connect  
Team Manager, Jardine Motors

See how Superservice Triage, an all-in-one eVHC solution, improves productivity, increases profits, and helps deliver an exceptional customer experience at Jardine Motors.

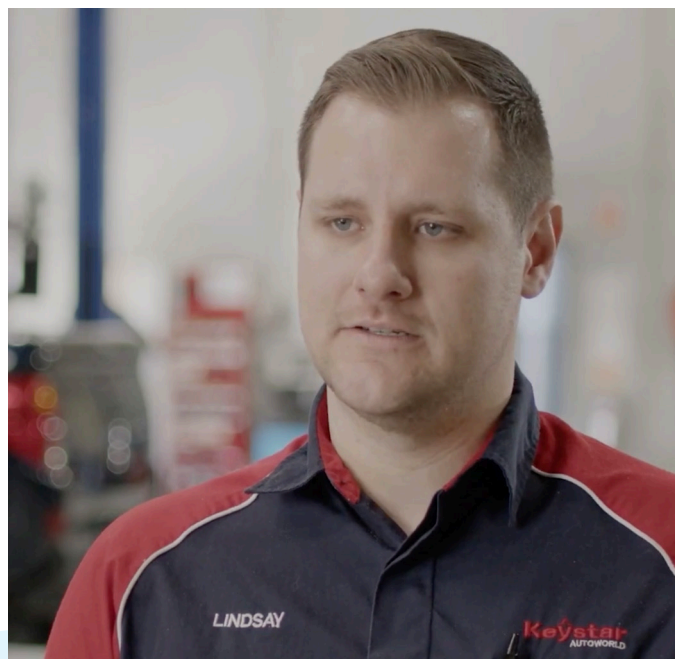
Check out our client feature [here](#)

## Client Highlight *Keystar Autoworld*

“ Superservice Triage makes everyone's day easier. We are able to get through a lot more work and the customers are happier at the end of the day. It's one of the best systems I've used so far. ”

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Lindsay McKinnon, Technician,  
Keystar Autoworld



Superservice Triage transformed Keystar Autoworld's internal accountability processes, making them more efficient and customer focused. [Watch the video to discover more](#)

# 5 Key Trends Shaping the Future of the Automotive Industry



There is no doubt that the automotive industry landscape is changing quickly. The future is now. Changes are being driven by the development of emerging markets, the rapid and continuous evolution of digital technologies, consumer preferences around ownership, and the need for more sustainable practices.

Now more than ever, the automotive industry needs to adopt new business models to embrace these changes, with a view of delivering exceptional customer experiences across the entire customer lifecycle rather than remaining operationally siloed and product focused.

In this article, we'll explore the five key trends that are shaping the future of the automotive industry and how OEMs and dealerships will need to position themselves for maximum impact:



“ Sustainable mobility is the future with predictions of global sales of EVs rising from 6.6 million sold in 2021 to 21 million in 2025. ”

## 1. Electric Vehicles

Globally, governments are beginning to introduce more stringent regulations and attractive incentives to accelerate the adoption of electric vehicles (EV), to support targets for reducing carbon emissions. Sustainable mobility is the future with predictions of global sales of EVs rising from 6.6 million sold in 2021 to 21 million in 2025.

The rise of EVs mean reduced dealership visits for vehicle owners and possibly reduced aftersales profits for dealerships, due to less frequent service

maintenance requirements and fewer parts to replace. However, for proactive OEMs and dealerships, it brings new competitive advantages that can grow aftersales and brand loyalty.

EV owners expect technology to be at the centre of their dealership experience. Dealerships need to invest in specialised equipment and software technology to appeal to these tech savvy, carbon-conscious customers who expect a seamless and convenient experience.



## 2. Connected Cars

With consumers spending more and more time in their vehicles, it is important to shift the focus from product to customer experience. Vehicles will be more than just a mode of transport, it's a 'connected hub' with in-car entertainment and advanced technology that generates terabytes of data each day. As connected driving increases, connected car data volumes grow exponentially.

OEMs and dealerships who best implement and utilise connected car data and strategies will become the future leaders in this space. However, OEMs face challenges in analysing and leveraging connected car data to improve the service lifecycle and connect with customers. To get ahead of the game, they will need assistance from credible data partners with global aftersales expertise.

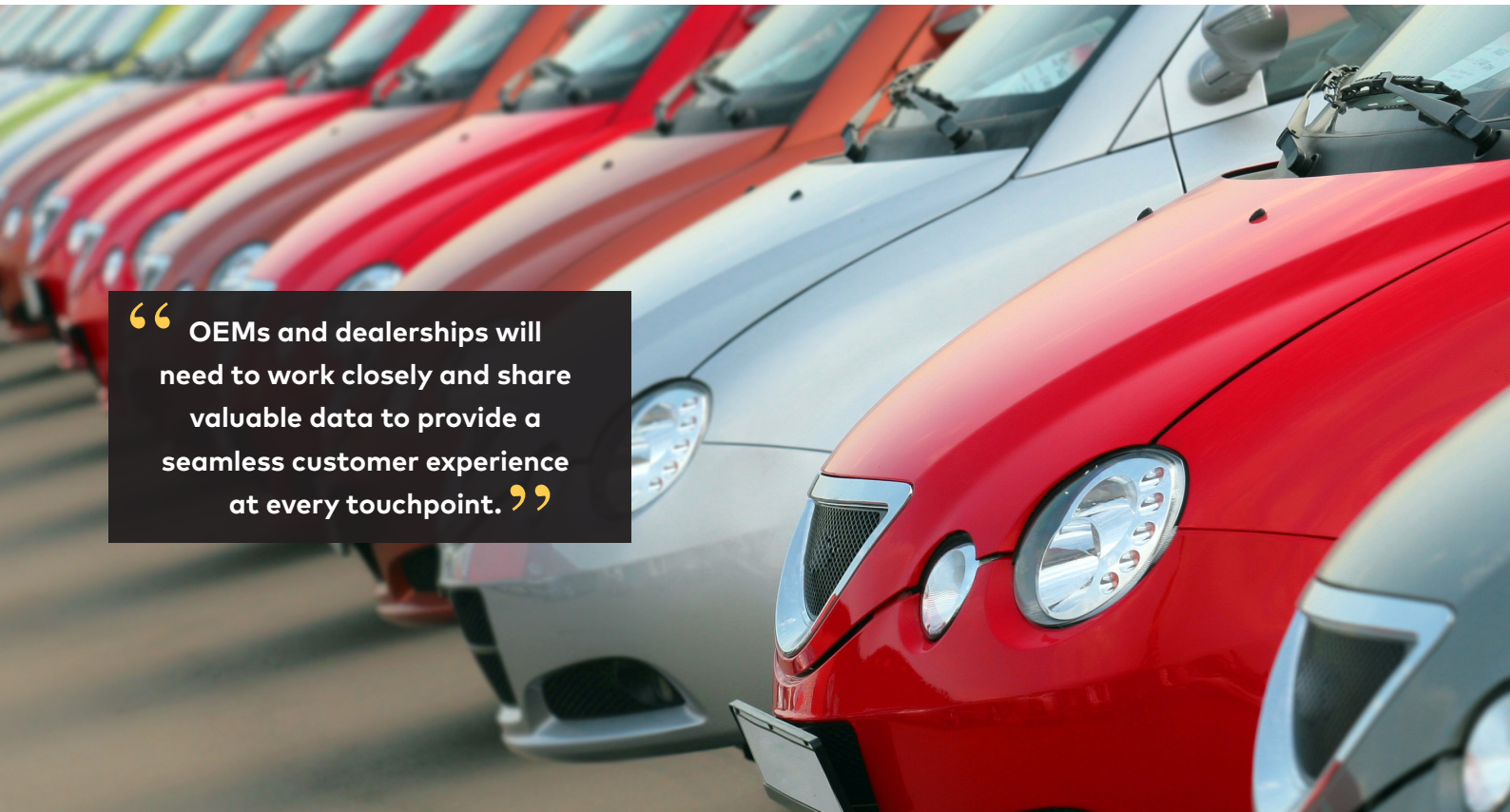
## 3. Dealership Agency Model

Consumers are already used to direct sales with manufacturers in other industries – think Apple or Miele for example – and are calling for the automotive industry to adapt. According to Automotive News Europe, more than 80 percent of consumers say they prefer fixed prices and a simple buying process similar to the experience they are used to from e-commerce, which includes the option of new kinds of car ownership.

The shift to agency model presents plenty of opportunities over the traditional dealership model for OEMs, dealerships and customers. OEMs will be the ones selling vehicles directly to customers, so they will

have more visibility and control of the entire customer journey. On the other hand, dealerships will transition to being brand experience hubs. They will need to switch focus from selling new vehicles to servicing and delivering outstanding customer experiences.

OEMs and dealerships will need to work closely and share valuable data to provide a seamless customer experience at every touchpoint. New technology investment will be required to streamline the customer lifecycle, with a shift to a more digital-focused, omnichannel experience.




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## 4. Data-driven Marketing & Customer Experience

Data-driven approach to marketing is enabling 1:1 person-based, relevant communication at all stages of the customer lifecycle. This means OEMs can now connect with the customer from the moment of search, through the buying process, all the way through to each key stage of servicing and upgrades. As connectivity continues to progress, this will be more and more pivotal for delivering the right information, at the right time, to the individual no matter where they are in the world based on their personal preferences and requirements.

A good example of this was shared by our CEO, Jens Monsees in his recent interview with Automotive News. Think for a moment that a customer is experiencing the change of season. It is turning from autumn into winter in the northern hemisphere, with the onset of cold, frost and snow. The driver's connected vehicle would then alert and remind the driver that they're still driving with summer tyres and provides a recommendation to change to winter treads. The vehicle knows the route the driver takes to work each morning, so provides the information on the dealership located closest to the route. The dealership will also be provided the information following an online appointment made by the driver at the time, and can prepare for the visit in advance, ensuring there is no delay when the driver arrives. Billing is made online and the process for the change of tyres is smooth, convenient and the driver is satisfied with a good experience.

This personalised, data-driven marketing will revolutionise the automotive industry and those who adopt these business models first, will lead the way.



“ The driver's connected vehicle would then alert and remind the driver that they're still driving with summer tyres and provides a recommendation to change to winter treads. ”

## 5. Fragmented Market

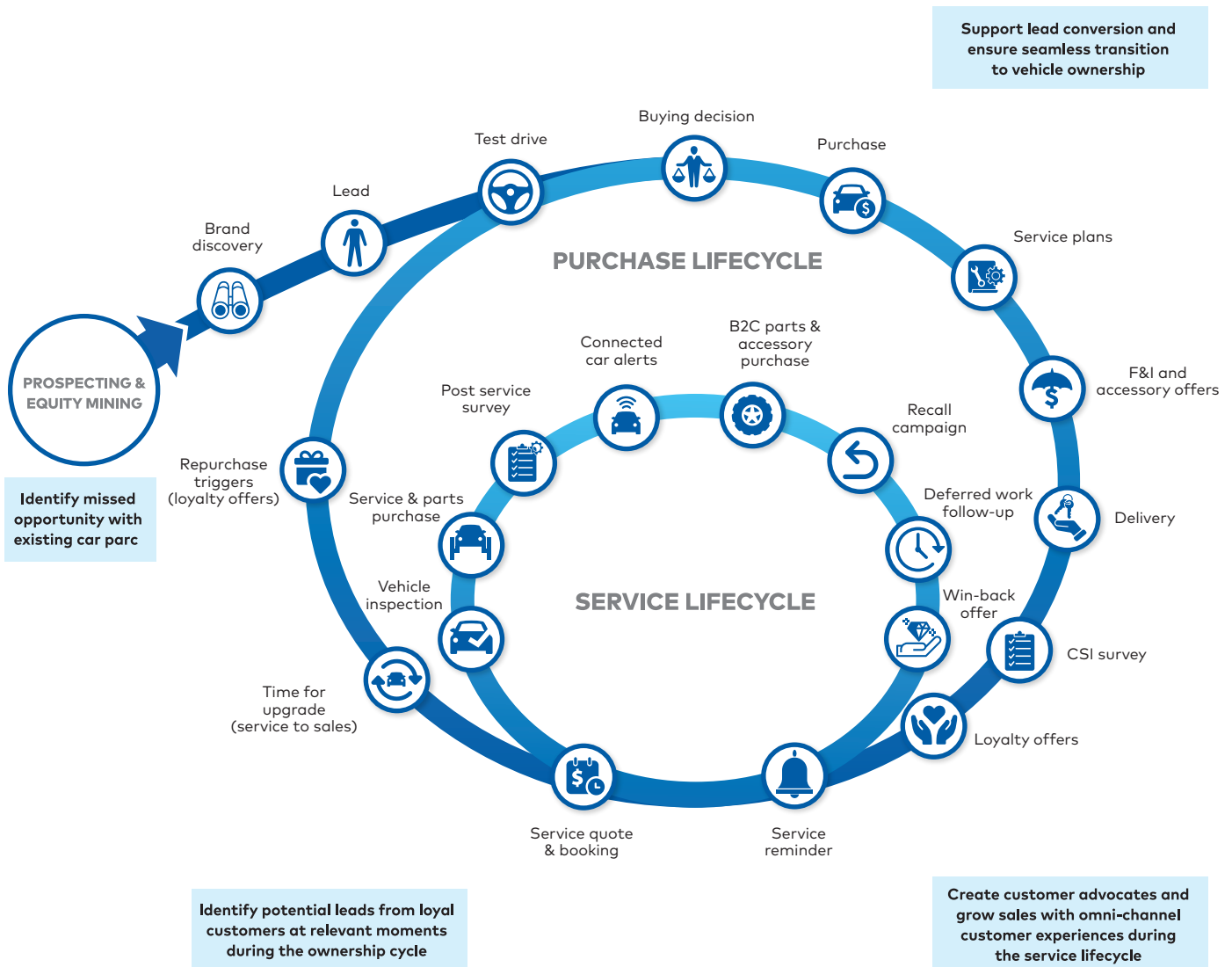
Siloed technology solutions across the retail automotive ecosystem makes it difficult for OEMs and NSCs to plan and deliver consistent customer experiences. OEMs and dealerships lack 360-degree view of the customer and the customer experience varies greatly across each touchpoint.

The future is about streamlining the customer experience and pulling all of this together, so that the brand experience that is designed by OEM is expressed throughout every channel, to ensure maximum impact on the customer. OEMs and dealerships generally lack consistent customer insights to drive dealer efficiency and customer retention programs. Innovation through data-driven insights and technology will support this as we move into the more connected future of automotive.

## The Path Forward: Empowering the Data-driven Automotive Ecosystem

The structural shifts in the automotive industry provide growth opportunities, beyond the traditional new vehicle sales and aftersales segments. As the automotive industry rapidly evolves, enabled by advanced vehicle technologies and digital lifestyle convergence, industry participants are jostling to secure their positions and to gain their share of this growing market. As an established, reputable and trusted global partner to both OEMs and dealerships, Infomedia is well positioned to help capitalise on these trends in the years to come.

OEMs and dealerships need to consider a solution ecosystem that allows customers to engage with the brand seamlessly, both online and offline. Our new vision and positioning of "Empowering the data-driven automotive ecosystem" supports this. We've enhanced our SaaS and DaaS solutions to enable consistent, measurable and profitable solutions across the full vehicle and customer lifecycle.



Infomedia's solutions combine and leverage data from vehicle, customer and dealership services. Our Infodrive connected car solution uses the very best cloud technology, and gathers and shares data in real-time, on both the function and running efficiencies of the vehicle. This provides a plethora of benefits to customers, OEMs and dealerships.

We combine connected car data with predictive marketing strategies, to power OEM retail marketing programs and new revenue opportunities, by providing relevant, timely and personalised promotional offers to customers at every stage of the vehicle ownership lifecycle.

It provides OEMs with valuable customer insights and driving behaviours, while also predicting a customer's needs and any potential issues with their vehicle. Dealerships can then proactively schedule service visits by predicting repairs for better workshop efficiency and plan parts requirements in advance to drive better CSI and loyalty.

When customers set foot in the dealership, our Superservice platform empowers dealerships to be a customer-centric brand experience hub. Our accurate VIN-precise repair quoting and vehicle inspection system allows dealerships to provide an efficient and transparent service experience to customers.

Our Microcat platform will continue supporting dealerships in correctly identifying and selling more genuine OEM parts, whether it's a vehicle with an internal combustion engine or an EV. Additionally, our SimplePart e-commerce platform provides the omnichannel experience that customers are looking for. It enables an easy way for OEMs and dealerships to reach a new generation of EV owners who are tech-focused and demand online self-service, while driving revenue from genuine parts and accessory sales.

## The Bottom Line:

Rapidly changing consumer behaviour and an evolving digital world require ongoing development to stay ahead of the competition. OEMs and dealerships must act now, so that they stay ahead of these 5 key trends and help shape the future of the automotive industry.



Grow your career with the global leaders in automotive aftersales software solutions! We currently service over 50 OEM brands and 250,000 dealership users in 186 countries. If you're looking to grow your career in a fun and fast-paced environment, [join us today](#).

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