



OptiCat



NCMA KNOWLEDGE EXCHANGE CONFERENCE - 2010

OptiCat Mission



OptiCat was founded on the premise that North American aftermarket manufacturers should oversee the consolidation, validation and distribution of electronic parts catalog data, for and on behalf of their customers.

Why?

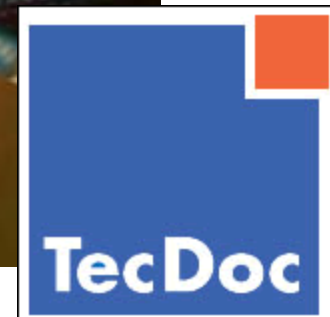
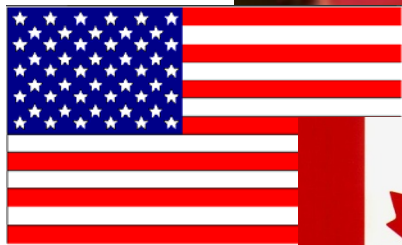
A more efficient data delivery model will increase part sales, reduce costs and returns.

OptiCat is Supplier-Driven, Customer-Focused

- MEMA/AASA Board plays major role in defining OptiCat's governing principles.
- TecDoc brings data globalization and opportunities for North American suppliers
- OptiCat is You.



A Tale of Two Continents



TecDoc Shareholders

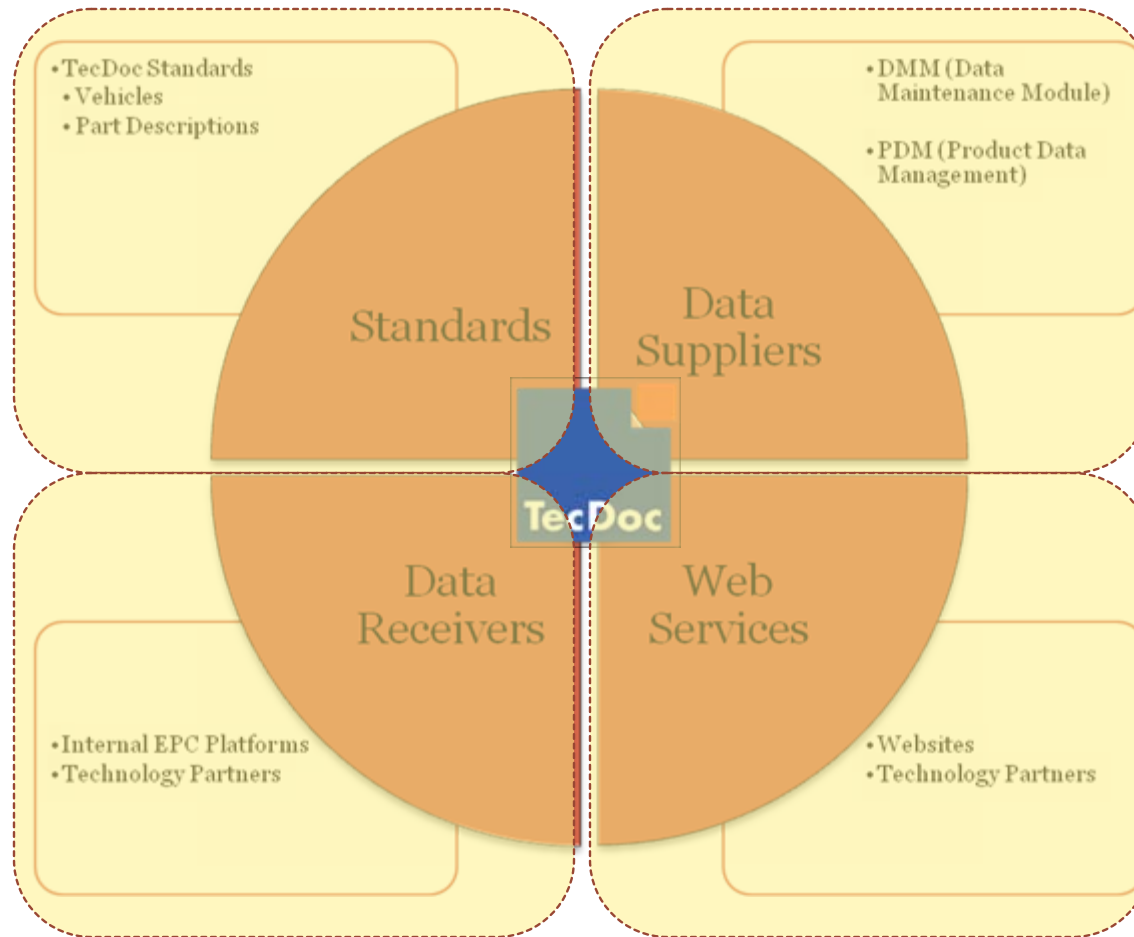


- ◉ AS Autoteile-Service Verwaltungs KG
- ◉ BERU Aktiengesellschaft
- ◉ Bosal Deutschland GmbH
- ◉ Continental Automotive GmbH
- ◉ Continental Teves AG & Co. oHG
- ◉ CONTITECH Antriebssysteme
- ◉ Delphi Automotive Systems Inc.
- ◉ Eberspächer International GmbH
- ◉ ElringKlinger AG
- ◉ Ernst-Apparatebau GmbH & Co.
- ◉ Federal-Mogul Burscheid GmbH
- ◉ GKN Service International GmbH
- ◉ GVA Gesamtverband Autoteile-Handel e.V.
- ◉ Hella KG Hueck & Co.
- ◉ HJS Fahrzeugtechnik GmbH & Co. KG
- Honeywell Aftermarket Europe GmbH
- Johnson Controls Autobatterie GmbH
- Magneti Marelli After Market GmbH
- MAHLE Aftermarket GmbH
- MANN+HUMMEL GMBH
- MS Motor Service International GmbH
- REINZ Dichtungs-Gesellschaft mbH
- Robert Bosch GmbH
- Tenneco Automotive Europe
- ThyssenKrupp Bilstein Tuning GmbH
- TMD Friction EsCo GmbH
- TMD Friction GmbH
- TRW KFZ-Ausrüstung GmbH
- Valeo Distribution S.A.
- WABCO Fahrzeugbremsen GmbH
- ZF Trading GmbH

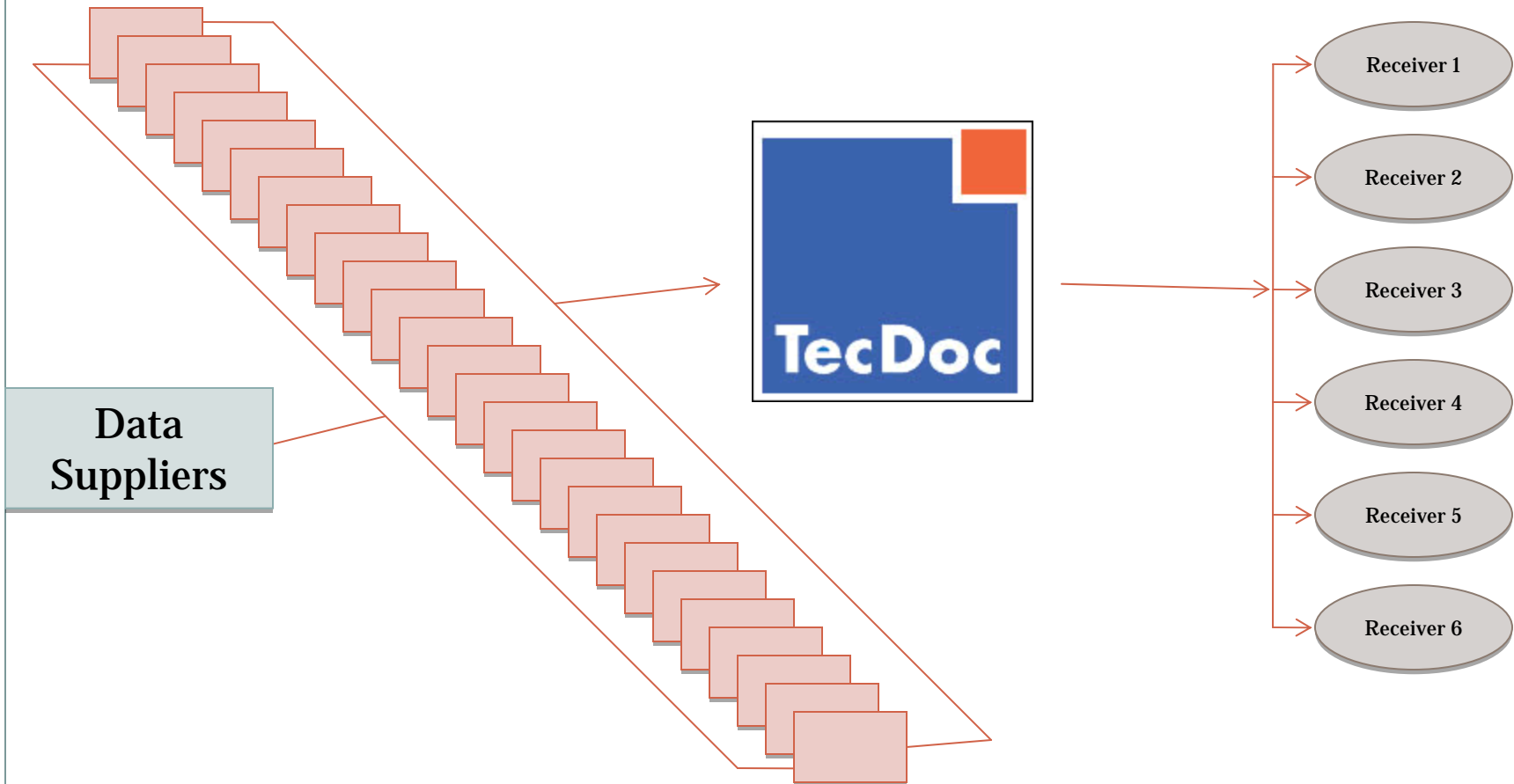


Over 300 Data Suppliers - 800,000 Users

TecDoc – European Model



TecDoc is Supplier-Owned, Receiver Supported



100% Market Compliance to Standards and Delivery

North American EPC



- Originally keyed from paper catalogs
- Consolidated versions operated and controlled by non-suppliers. No TecDoc USA.
- Separated the part responsibility from the data responsibility

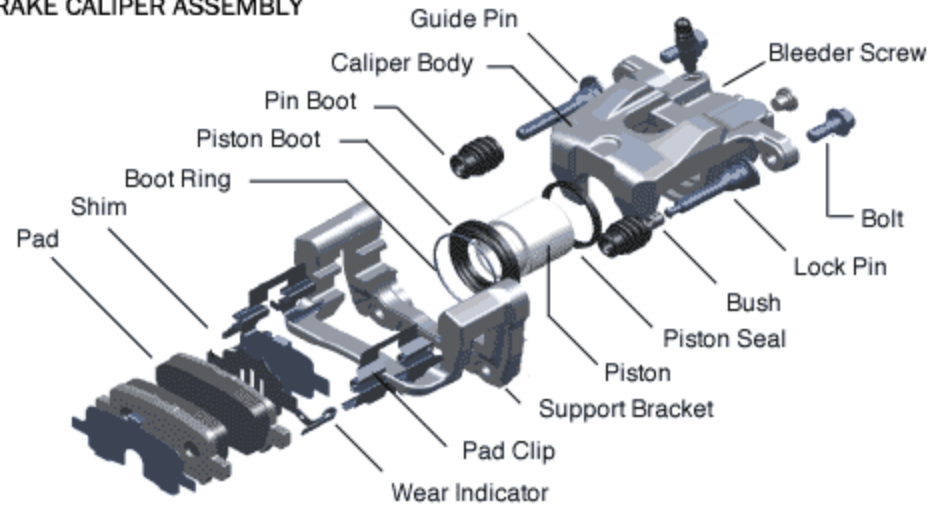


Inseparable Intellectual Property



The Part

EXPLODED VIEW OF
BRAKE CALIPER ASSEMBLY



The Data

Manufacturer is responsible for both.

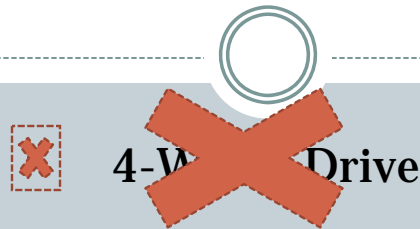
Memorable Quote



“We hold the manufacturer responsible for the part we put on the car.”

Bob Mckenna, NAPA, 1996-97

99% = 0%



Manufacturer #1 (ACES Compliant)

Part Number: 24405



Does this part fit or not?

Manufacturer #2 (Non-ACES Compliant)

Part Number: 66546 w/2 Wheel Drive



Part Number: 66547 w/4 Wheel Drive

- 1) Vehicle attribute question not relevant for all parts displayed
- 2) Misleading, confusing information at point-of-sale with less than 100% ACES
- 3) Can't ask the attribute question if less than 100% ACES (Returns)
- 4) 0% ACES benefit (UI) when compliance is not 100% (Multiple Vendors)

Numbers Game



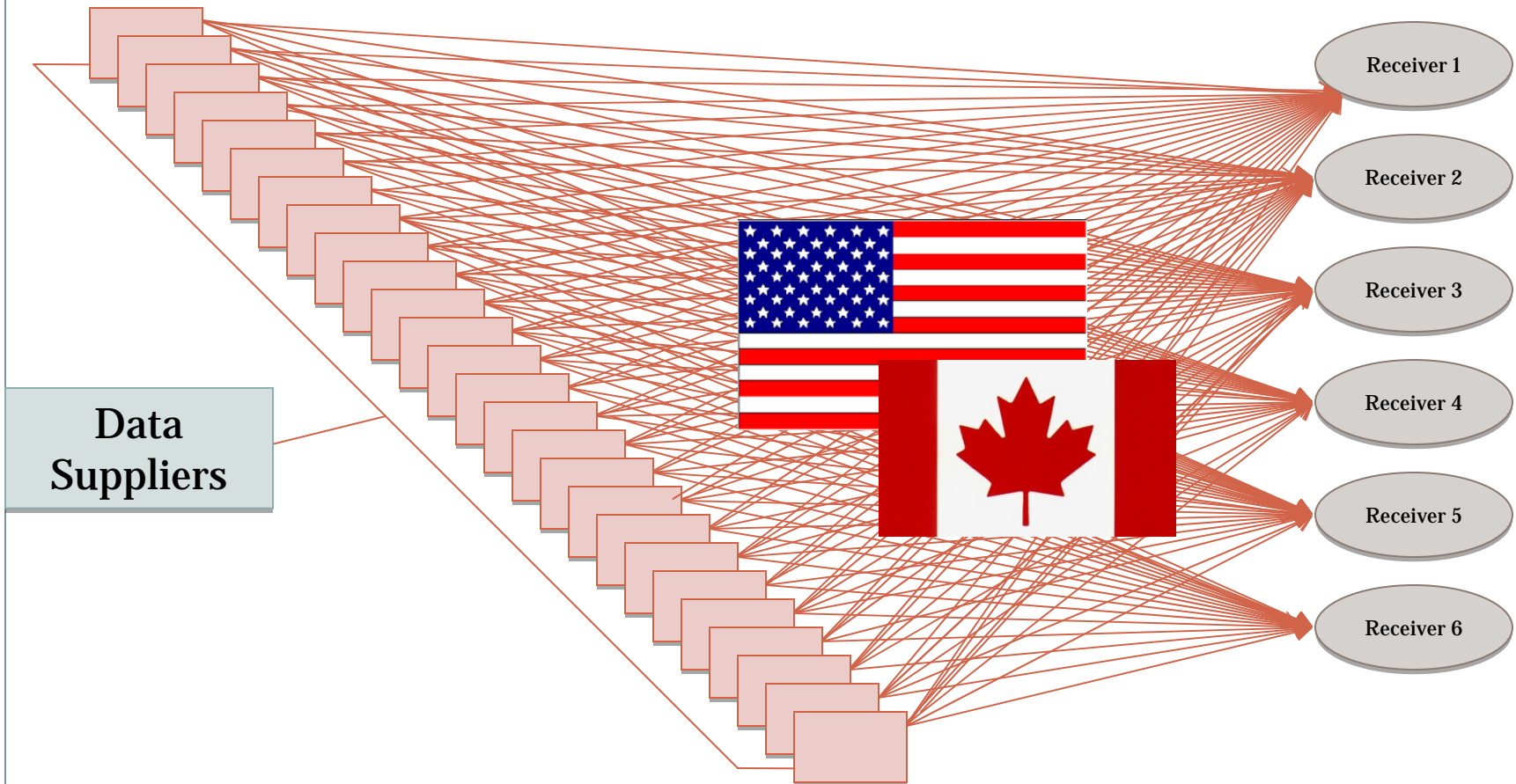
- **100% Data Needed**
- **44% Supporting More Formats**
- **76 to 86% ACES Delivery**
- **20% Clean ACES Data – 1st Try**
- **15% Total Clean Data – 1st Try**
- **7 Years of Trying**

Seven Years, 15%, Why?

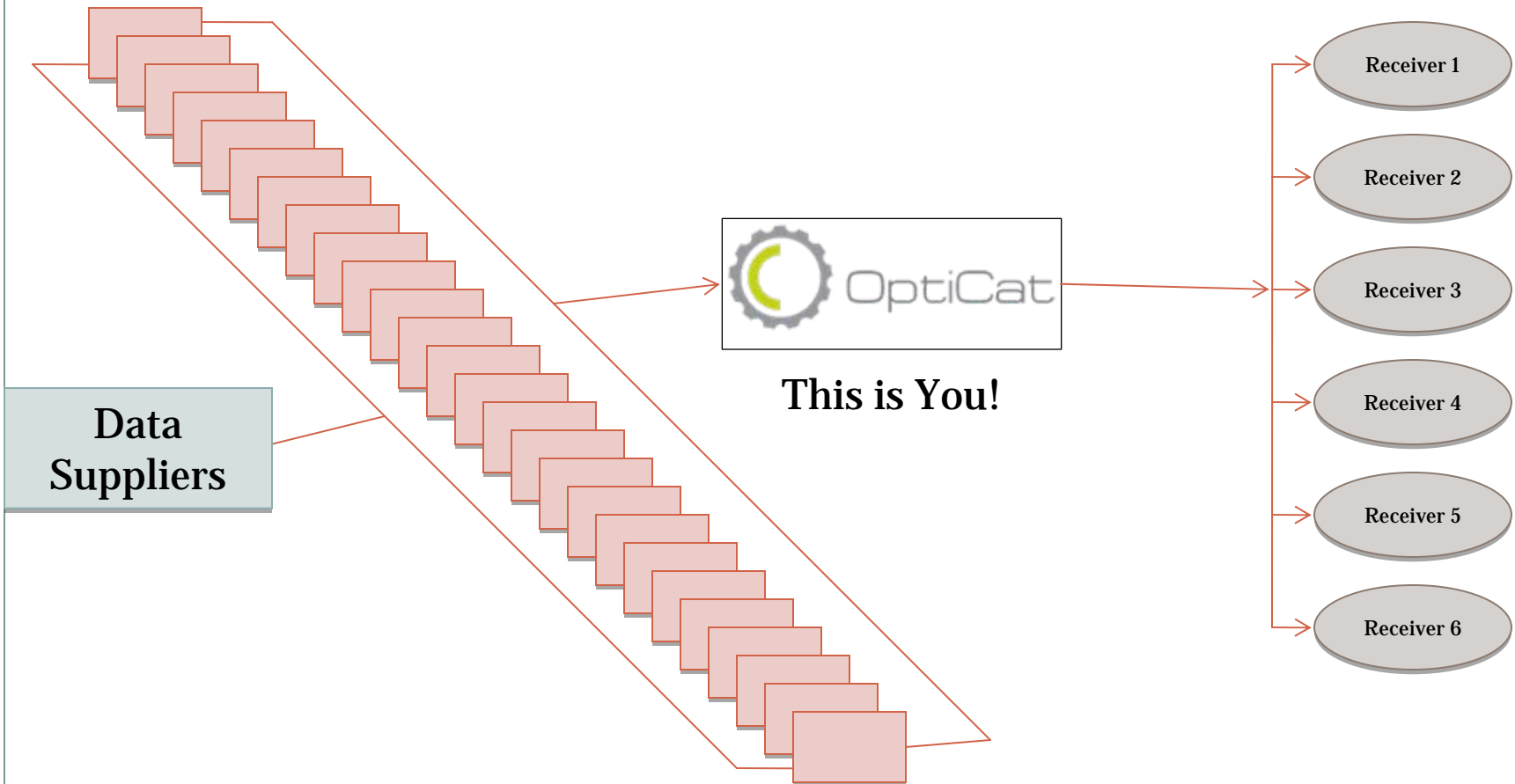


- **Standards designed wrong? NO!**
- **Standards are too complex?**
- **Receivers say yes, but act no, confused marketplace?**
- **Insufficient budget or priority for ACES compliance?**
- **Too many distractions and burdens?**

Do-it-Many Model



OptiCat Do-it-Once Goal

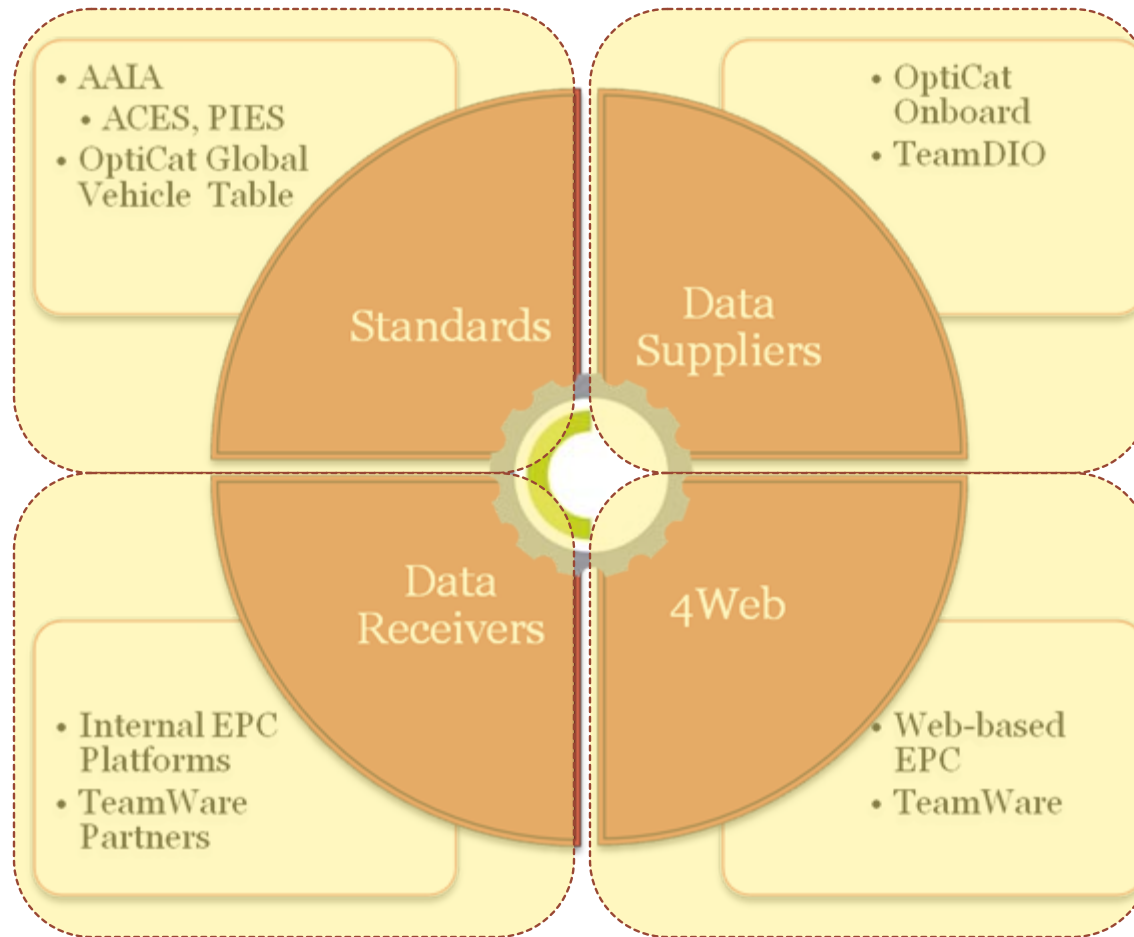


OptiCat Brings Change to North American EPC Model



- **Suppliers consolidate validated data, cooperatively for the benefit of their collective customers and their selected Ecat providers**
- **Industry accepted validation rules for all suppliers, in one place, at supplier level**
- **Keeps the data with the part**
- **Technology providers can focus on added-value technologies, not data acquisition and validation**
- **Part Distributors can focus on selling parts, not data acquisition and validation**
- **Technology innovations will flourish on open platform...eliminates proprietary hold on data**
- **Data is free to customers. Data goes everywhere without cost burden.**
- **Do-it-once, Do-it-right, Do-it-everywhere**

OptiCat Do-It-Once Model



OptiCat Alliances



- **Receiver Advisory Committee**
 - To be announced after completion of receiver visits
- **Supplier Advisory Committee**
 - TBD with help from AASA Board
- **TeamDIO**
 - Growing list
- **TeamWare**
 - Growing list
- **Supplier Driven – Customer Focused.**
- **It's an industry thing.....**

OptiCat's Technology

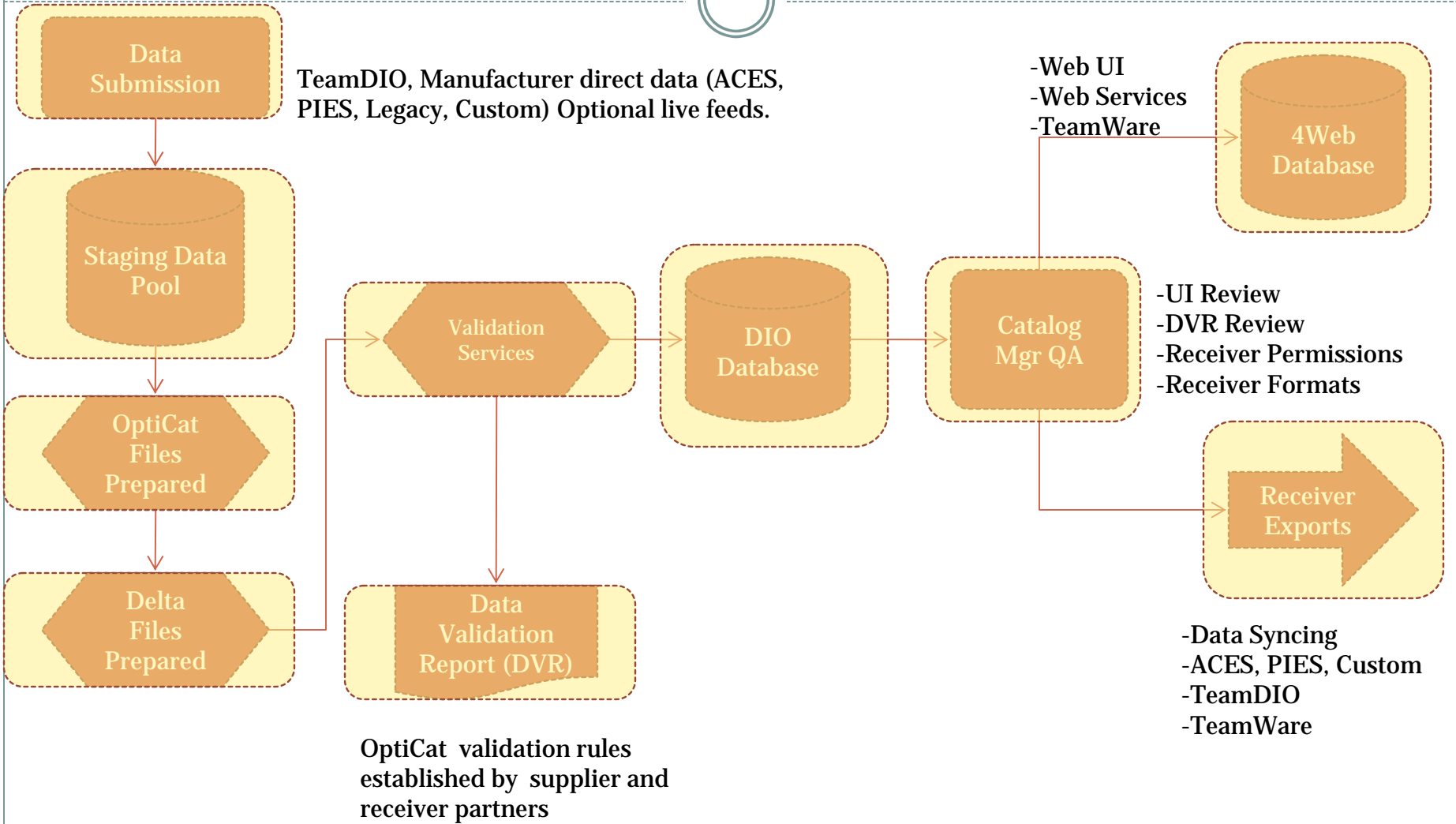


- **Onboard**
- **4Web**
- **DIO Repository**

OptiCat Onboard



- **Permission-based Data Exchange - Facebook**
- **Automated data consolidation**
- **Automated data validation**
- **Automated data distribution**



OptiCat 4Web



- Internet-based, end-user electronic parts catalog
- No delivery of data required, integration only
- Web services provided
- With or without User-Interface
- Permission-based usage

When is my data published?



When you want it to be. You are in charge.

How can I get my data published quicker in Ecats?



Provide, clean, validated data through OptiCat DIO.

What Are the Benefits



- **Timeliness to market**
- **Data globalization. More supplier opportunities.**
- **Data expansion. Othermotive, agriculture, medium-duty, etc.**
- **Data consolidated at the source in one-step.**
- **Data goes everywhere at no cost to customer**
- **Data now, no delays – Catalog managers in complete control of data flow**
- **Single-source for data acquisition by receivers in desired formats**
- **Lower overall data management, delivery and usage costs**
- **No middleman and no excuses**
- **Intellectual property protection. Keeps the part with the data.**
- **Centralized and standardized data validation routines (DV Report)**
- **Level playing field for technology providers. Elimination of 3rd-party control of data. Innovation thrives.**
- **Increased part sales for all segments.**
- **Europe Returns <10%, US >20% ?**

OptiCat Challenges



- **Paradigm shift in thinking**
 - Manufacturers cooperate to consolidate, validate and distribute
 - Manufacturer responsible for part put on the car (QA at the source)
- **It gets harder before it gets easier**
 - Participation in OptiCat adds a temporary layer of additional responsibility and cost
- **Receiver support – Must prove our worth – “Show Me”**
 - Critical mass product lines
 - Deliver DIO Quality (Validation)
- **Global Vehicle Table**
 - Support from Global Suppliers
- **99% = 0% Compliance Challenge**

Next Steps



- **Beta Test – Data acquisition, consolidation and validation.**
 - Began in April
 - System incubated and proven with Federated Auto Parts. Over 200 product lines presently represented
 - Supplier permission required for OptiCat
- **Beta Test Onboard, Receivers.**
 - Begins in May/June
- **Fully functional OptiCat site by AAPEX, Nov, 2010.**
- **Continue to listen and react to market requirements**

Marketing Campaign



- **OptiCat Driven™**
- **AAPEX Industry Partnership Event**





OptiCat



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THANK YOU!