



Turning Data into Opportunity

DIGITAL MOTORWORKS

InfoIQ™ Parts Demand Data Solution

Tune your Parts Performance.

Will you sell more brake pads this year? Fewer rotors? How did the last hail or snow storm affect sheet metal sales? How will the next? DMI's Parts Demand Data Solution gives you the data you need to analyze patterns in demand and identify and predict trends. This targeted information facilitates accurate analysis, so you don't miss a sales opportunity or freeze up capital carrying excess inventory. DMI's Parts Demand Data Solution captures and validates historical parts sales – both actual and lost. Accurate trend analysis translates into successful planned inventory, allowing you to stock the parts that anticipate your customers' needs, increase revenue and decrease operating capital.

Realize the benefits of an efficient, planned inventory with DMI's Parts Demand Data Solution.

- Historical demand is captured and cleansed for effective use in analysis and forecasting.
- Data is aggregated over time at regular intervals and across multiple retail locations, making it easy to manage either a single site or a network of dealers.
- Aggregated demand data is the foundation for trend analysis. DMI's consistent, cleansed data facilitates valid and accurate representation of current demand and is crucial to successful forecasting.
- Demand data is identified as actual and lost sales for on-going analysis and adjustment of planned inventory.
- The entire parts life cycle is represented, including parts introduction, historical demand, and long-term forecasting.

Fuel your parts locator, get a snapshot of parts availability at individual dealerships, and drive your parts procurement management with **DMI's InfoIQ Parts Inventory Data Solution.**



DIGITAL MOTORWORKS
InfoIQ Solutions

For more information how InfoIQ can revolutionize your business, contact DMI Sales:

512-349-9360

www.digitalmotorworks.com



About DMi

About the Company

DMi (Digital Motorworks), an independent subsidiary of ADP Dealer Services Group, has been providing information management solutions to the automotive industry since 1995.

Our InfolQ Solutions – offered through an application service provider (ASP) model - collect and transform automotive industry data designed expressly to increase the sale of new and used vehicles, service and parts, and finance and insurance.

If initiatives in these areas are in your plans, contact DMi. We are uniquely positioned to deliver the data that drives your business.

HEADQUARTERS

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ADDITIONAL OFFICES

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The DMi Difference

Data Integrity

DMi consistently provides accurate, comprehensive, timely and “transactable” Data. InfolQ:

- Integrates all data types from all types of dealer and corporate management systems.
- Includes rigorous data processing, cleansing, and quality assurance procedures.
- Applies your business logic when integrating data.

Automotive Insight

Automotive and information management expertise enables DMi to anticipate and address the technical challenges automotive businesses face. DMi

- Counts the world’s top automotive manufacturers (OEMs) as clients.
- Serves the industry’s leading portals and major dealer groups.
- Collects data on a regular basis from over 22,000 dealerships (operating over 46,000 franchises) — or 80% of U.S. and Canadian dealerships — the leading dealer groups and top automotive e-dealers.
- Possesses over 10 years of real-world experience in the auto industry.

ASP Infrastructure

The InfolQ service is hosted and managed by DMi. This application service provider (ASP) infrastructure provides clients with such benefits as:

- No capital investment in hardware or software.
- Rapid implementation of new initiatives.
- Remote development, support and system maintenance.
- Highest levels of security, scalability and reliability.