

ACTIVANT ePartInsight



Advanced Data Warehouse Analytics for Optimized Inventory and Production Demand

Activant ePartInsight™ is a powerful, Web-based data warehouse solution that delivers detailed, comprehensive, and multi-dimensional views of inventory and transactions across the automotive aftermarket channel. Armed with up-to-date distribution channel intelligence from ePartInsight, manufacturers can optimize their businesses based on a better understanding of demand, performance, customer needs, and pricing. Reports can be either pre-loaded or customized for specific needs.

Hampered by Partial Information

With parts proliferation and increased competition, the automotive aftermarket distribution channel has never been more complex and visibility into this channel has never been more crucial for manufacturers. Once a part goes out the door, many manufacturers have only partial information about its status. Has it been sold or is it still on the shelf in a warehouse or store? Can a part request be met by existing inventory in the channel or will new parts have to be manufactured? Without clear and wide-ranging visibility into the channel, manufacturers cannot make well-informed production decisions.

The Visibility That Manufacturers Need

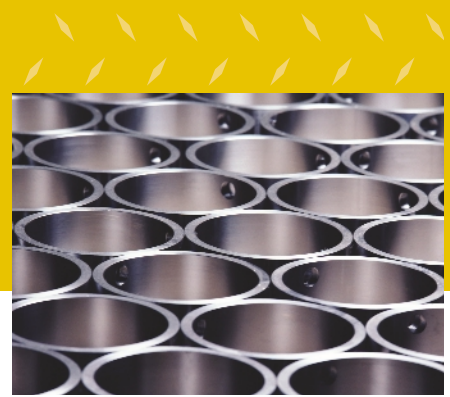
ePartInsight delivers in-depth, multi-dimensional views of the distribution channel, helping manufacturers to analyze sales, customers, inventory levels, and more across a program group or customer base, by line, by store location, or by individual customer over multiple time periods. Manufacturers can locate parts in channel inventories, reduce unnecessary manufacturing, fine-tune pricing, and improve their competitive position.

With ePartInsight, manufacturers can stay on top of the market and ahead of the competition, optimizing their businesses to meet both daily needs and long-term strategic goals.

Why Manufacturers Should Consider Activant ePartInsight

- Gain insight into current demand, performance, customer needs, and pricing across the channel
- Optimize operations with reporting that helps satisfy parts demand while reducing unnecessary manufacturing
- Improve pricing based on a detailed view of demand, sales activity, and inventory status
- Take advantage of pre-loaded and customized reports for sales, customer demand, and other critical areas

Key Benefits for Manufacturers with Activant ePartInsight



Improved Channel Intelligence

ePartInsight provides manufacturers with a wealth of accurate, timely information about the distribution channel.

- Access information gathered daily from thousands of warehouse and store locations
- Consolidate views of entire distribution channel
 - Horizontal, across manufacturers
 - Vertical, including distribution centers, independent jobbers, retailers, and service chains
- Use flexible Web reporting capability to drill down from summary information to part level detail
- Analyze sales and inventory data flowing from both Activant and non-Activant systems
- Identify manufacturing areas of high and low profitability

Optimized Manufacturing

With ePartInsight, manufacturers can improve both service and manufacturing efficiency.

- Satisfy customer demands better by tracking transactions and inventory levels across the channel
- Reduce unnecessary manufacturing by locating more requested parts in existing channel inventories
- Monitor customer demand by program group or individual business with alerts
- Improve parts quality by evaluating return rates due to defects
- Paint a picture of the demand life cycle of each part in the channel, and adjust manufacturing, distribution, and pricing strategies accordingly

More Effective Analysis and Tracking

ePartInsight gives manufacturers the supply and demand information they need to monitor pricing, promotions, and product introductions.

- Win customers with better pricing based on comprehensive data
- Negotiate effectively with distributors based on ePartInsight analysis
- Ability to receive full sales transaction detail to the invoice line item level and full inventory detail to the part/item and location level
- Track the success of promotions and new product introductions, by region, customer segment, or time period

Stronger Long-Term Customer Relationships

Build long-term customer relationships with improved data gathering and rapid response.

- Increase active participation in the distribution channel
- Improve the value proposition of the manufacturer's brand
- Partner with customers in strategic category management practices
- Support collaborative planning and inventory optimization efforts designed to reduce costs and raise margins at all levels in the channel

More Pre-loaded and Customized Reports

Reports are available for a range of information needs, in a variety of formats.

- Choose from over 10 pre-loaded reports providing a 360 degree view of performance
- Receive Daily Business Barometer that tracks sales by location, customer or customer groups, time, item categories, and more
- Use reports calibrated against distribution center/store benchmarks, helping to gauge performance against industry standards
- Create customized reports with tools and training provided by Activant

Activant Manufacturer Services

ePartInsight is an integral part of Activant Manufacturer Services Solution—a complete, end-to-end package of tools and resources that covers every aspect of manufacturers' cataloging needs. With Manufacturer Services Solution, companies can consolidate and improve product lines, boost sales, and enhance their competitive position.