

AASA EXCLUSIVE DATA PROGRAMS: POINT OF SALE (POS)

Epicor (formerly Activant) provides an industry-leading point-of-sale (POS) data source that is derived from counter purchases, look-ups, part types and brand inquiries. The data is available to AASA members at a 10 percent discount.

VEHICLES IN OPERATION (VIO)

AASA partners with Experian Automotive in providing VIO data essential to developing accurate forecasts. VIO data is packaged and discounted exclusively for AASA members. Data elements include make, model, year, trim level, drive wheels, engine cylinders, displacement, fuel delivery, vehicles by region and much more. The program is exclusive to and discounted for AASA members.



TECHNOLOGY: MORE CRITICAL AND STRATEGIC THAN EVER

The motor vehicle aftermarket depends on technology and data as much as any industry. Part suppliers are challenged with identifying which parts fit specific applications, utilizing POS and other data to forecast demand needs and production schedules, managing inventories across facilities and regions, analyzing the causes and effects of returns, normalizing information across international businesses, and supporting the increasing demand on systems, networks, Web sites, social media activities and executive dashboards.

Technology is more critical and strategic to business objectives than ever.

Take advantage of strategic technology initiatives or to recommend areas that should be addressed, contact Chris Gardner, 919-406-8830 or cgardner@mema.org.

Details also are available at these Web sites:

AASA

www.aftermarketsuppliers.org

AASA / MEMA Technology Council

www.aasamematechnology.org

OptiCat

www.opticat.net



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TECHNOLOGY AND DATA

STRATEGIC BUSINESS DRIVERS

Successfully deployed information, data and network technologies are essential in today's aftermarket. Parts, tools and chemical suppliers depend on an increasingly complex array of technologies to manage their operations, forecast future demand, market their brands and comply with customer requirements.

AASA provides opportunities for its members to stay current on the technology trends in the industry and take advantage of initiatives launched for suppliers.

An affiliate association of the
Motor & Equipment Manufacturers Association

OPTICAT: AFTERMARKET'S DO IT ONCE APPLICATION

The automotive aftermarket has struggled for years to identify or develop a fast, efficient way for suppliers to communicate accurate, standardized data to channel partners. OptiCat was developed for this specific purpose. It is the industry's Do It Once (DIO) application that aggregates, validates and delivers vehicle application, product attribute and digital asset data. The OptiCat Technology Suite (OTS) enables manufacturers to deliver this important data to its distribution channel partners in a one-step (do-it-once), validated (do-it-right) and pervasive (do-it-everywhere) way.

AASA is a financial investor in OptiCat along with MindQuest and TecDoc. This partnership ensures the company is supplier-centric, supplier-driven and majority supplier-owned, which creates an intelligent business model since the data is originally created, owned and distributed by suppliers.

OptiCat provides intellectual property data protection, supplier-controlled access to data, software as a service (SaaS) platform that simplifies the entire data upload process, validation tools that provide immediate feedback on the condition of a supplier's data and real-time data delivery. It also provides access to the most comprehensive, global vehicle data available.

AASA members receive a 10 percent discount on OptiCat set-up fees.

AFTERMARKET INDUSTRY'S LEADING TECHNOLOGY CONFERENCE: FOCUSED ON AFTERMARKET SUPPLIERS AND THEIR CUSTOMERS

The AASA / MEMA Technology Council (AMTC) hosts the industry's leading face-to-face technology conference and the only event focused on the technology needs of suppliers. The annual AMTC Fall Conference provides attendees with strategic approaches to technology management and is uniquely designed to maximize networking opportunities, facilitate the sharing of best practices and communicate the most current technology trends. Event elements, which were developed by members to optimize the value of attending, include:

- Awards and networking banquet
- Facilitated roundtable discussions on industry technology challenges
- Manufacturer-only session for collaborating
- Dedicated time for sponsor displays
- Customer presentations
- Presentations on current and future cutting-edge technologies
- Open to channel partners and technology providers

AASA / MEMA TECHNOLOGY COUNCIL: THE FORUM FOR TECHNOLOGY PROFESSIONALS

The AASA / MEMA Technology Council (AMTC) is a forum for networking and the exchange of best practices focusing on current and emerging technologies that support members' efforts to reduce costs and improve efficiencies.

AMTC Key Areas of Focus

The AMTC addresses areas such as business processes, supply chain management, business intelligence, compliance, standards, e-commerce and data management.

AMTC Web Site

The AMTC Web site, www.aasamematechnology.org, offers an extensive amount of resources for members.

Current AMTC Initiatives

- **Customer Matrix** – Enables suppliers to identify, sort, search and download the data/e-commerce standards and technologies required by aftermarket resellers
- **Online Member Profile** – Assists members in identifying other members with similar technology platforms and exchanging best practices regarding vendor selection, implementation, training and governance; searchable by hardware, software and member company
- **e-Commerce Directory** – Provides members with a spreadsheet of e-commerce, special ordering and EDI initiatives by customers and includes third party enablers
- **Technology Vendor Directory** – Offers members an easy-to-use listing of companies that offer aftermarket-specific technologies, including software, consulting, catalog, mapping, EDI and much more

AMTC Regular Members

Manufacturer members of AASA, HDMA, MERA or OESA can join the AMTC.

AMTC Affiliate Members

The AMTC is unique in that it is the only council that allows technology, software, data and consulting firms that are members of AASA, HDMA, MERA or OESA to join the Council as affiliate members. Affiliate members provide thought leadership, technology presentations, information on the most current technologies and support for Council events.

AMTC Annual Events*

- AMTC Spring Meeting brings regular supplier members together for open discussion of technology and data challenges in a member-only forum.
- AMTC Fall Conference is the most important technology event for the industry and the AMTC each year. See "Aftermarket Industry's Leading Technology Conference" for more details.

* Sponsorship opportunities available. Contact Jennifer Gilbertson, jgilbertson@mema.org.



THOUGHT LEADERSHIP ON DATA & TECHNOLOGY:

AASA and the AMTC work with affiliate members to deliver content on current and future technology areas through various forums, such as:

- **Special Reports**
 - IT Outsourcing
 - Internal Data Management
 - Reverse Logistics Opportunities
 - "What Your Products Are Doing Online"
 - Protecting Part Numbers and Electronic Catalogs in the Aftermarket
- **Webinar Series on Data Management**
- **Research Study and Special Report on Aftermarket e-Tailing**
- **Presentations at Industry Events**
- **Surveys and Other Research Studies**