MAPO DATA HUB
PROTECT YOUR INFORMATION

MAPO INTERNATIONAL

The world's most valuable resource is no longer oil or gold, it's data! Protect your data and channel only what is required to who needs it. A seemingly impossible task now simplified by MAPO.

Original Equipment Manufacturers (OEM) bring to market the models they build and offer a service in maintaining these models and selling parts. However, the data on these models has huge value, and can now generate a new income stream using MAPO to channel/sell information.

It's become imperative to Insurance Companies, Dealer Management Systems, Fleet Management Companies, and Fleet Owners of anything from passenger vehicles to mining equipment to stay on top of costs in an increasingly competitive market. Now is the time they require more support from Original Equipment Manufacturers to feed accurate data into their custom software systems.

With Original Equipment Manufacturers unable to offer the required assistance due to resource constraints, MAPO has stepped in and closed this communication gap in providing the required data directly from the OEM to these channels.

MAPO offers unique Software Solutions and Data Transfer options that bring peace-of-mind to the OEM, assuring that their products are correctly represented in all channels.

LEVEL 0

- ✅ Effortlessly channel any data
- ✅ Zero maintenance to OEM
- ✅ Zero system development
- ✅ Additional income stream
- ✅ Enhance data security
- ✅ One standard format
- ✅ Control your data
- ✅ Ensure accuracy
- ✅ Confidentiality

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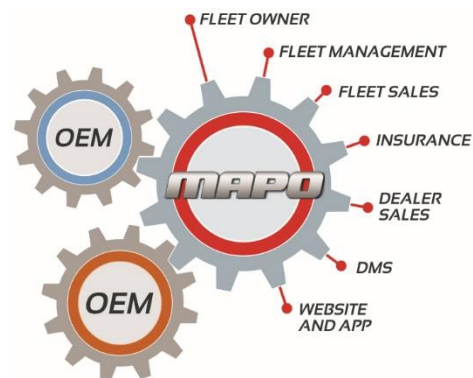
MAPO OEM SOFTWARE

PROTECT YOUR INFORMATION

0

LEVEL 0 – MAPO DATA HUB

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Original Equipment Manufacturers (OEM) bring to market the models they build and offer a service in maintaining these models and selling parts. However, the data on these models has huge value, and can now generate a new income stream using MAPO to channel/sell information.

- Effortlessly channel the data via API.
- Accurate, up-to-date information.
- OEM in full control of data.
- All in one standard format.
- Virtually zero maintenance.
- Zero development to implement.
- Transferred to 3rd party with zero effort.
- In strict confidentiality.
- Generate additional income stream.

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How would this benefit an OEM?

Everyday Fleet owners and Insurance companies make decisions on the costs of services-, maintenance and parts costs on all models and variants. Many over-inflate costing estimates due to the lack of information and others make the wrong decisions due to incorrect information. MAPO offers one system that can channel up-to-date information to any of the OEM's valued customers. No more estimations and assumptions!

Data is in one standard format and maintained with zero effort from the OEM, enabling the OEM to be accurately represented.

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What type of data can be channelled to 3rd parties?

MAPO's data base consists of hundreds of millions of data records. Our API queries can feed data such as:

- Parts price file (Complete or sectional)
- Service and Maintenance Schedules.
- Parts baskets (30+ different baskets in as many different model classes)
- Total Cost of Ownership calculations.
- Labour times and Lubricant quantities.
- VIN sales and VIN distribution to DMS.
- Model/variant specifications (Basic or detailed).
- OEM model/variant codes.
- OEM approved Dealership listing details.
- OEM approved Auto Body Repairer listing details.
- Service- and Maintenance Plan information.
- Model/variant warranty information.

New API calls are developed constantly to assist OEMs and their clients with requirements. Unfortunately, we do not develop custom API calls per client as there are just too many. We have a wide selection of API calls that will provide you with the data required.

Who would require this data?
Companies who would require this data to calculate and monitor costs on their custom software systems are:

- DMS (Dealer Management Systems)
- Insurance Companies.
- Fleet Management Companies.
- Fleet Owners.
- Banks and Financial Institutions.
- Fleet sales departments.
- Marketing and Dealer sales staff.
- Website and smartphone applications.

The API call is a standard format the call be fed into any custom software (not developed by MAPO). Basic development is needed to identify the file and to read the content.
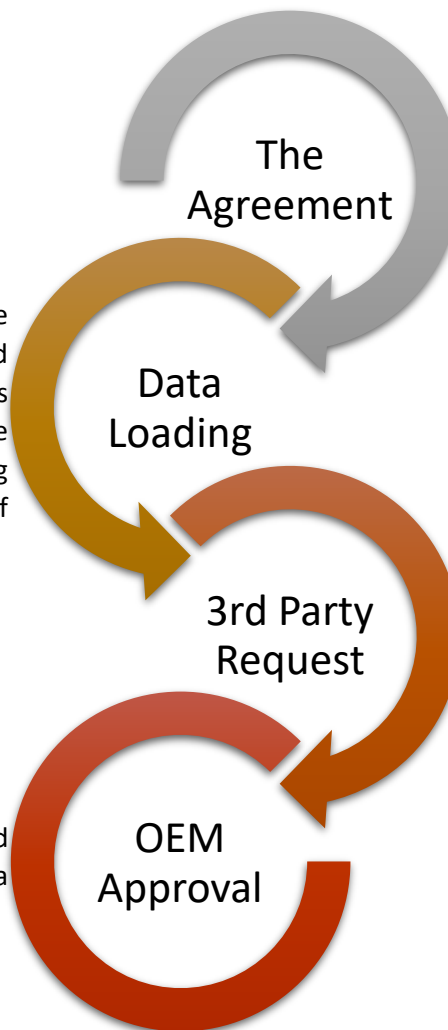
How does an OEM subscribe to the MAPO Data Hub?
For a OEM to subscribe/participate in the MAPO Data Hud, there are 4 easy steps.

STEP 1.

No contract, quote or payment required. Just sign a standard NDA and then implement the data flow from OEM to MAPO. Please see the data required below.

STEP 2.

MAPO uploads data into the MAPO software and continues maintaining as OEM provides up-to-date data. This includes uploading of new models, updating of price files and sales figures.

STEP 3.

3rd Party clients subscribe to MAPO and request OEM approval to supply data via the MAPO API Software Solution.

STEP 4.

OEM approves or declines 3rd party requests to receive data and MAPO acts accordingly.

The Agreement

Data Loading

3rd Party Request

OEM Approval

What are the costs involved to the OEM?

The LEVEL 0 subscription is **FREE OF CHARGE**, OEM has no costs or subscription fees to be paid to MAPO. This feature **GENERATES AN ADDITIONAL INCOME** stream for the OEM as all the data sold to 3rd parties (OEM approval required) generates income for MAPO, which then channels a commission back to the OEM.

OEM: "But MAPO is selling my data?!"

No, MAPO only sorts and packages the data in a clear and usable format. OEM is paid for the data and MAPO is paid for the sorting, packaging, transfer, and formatting of the data.

OEMs provide data (Parts price file) to many channels including Insurance companies and Fleet clients. Most of these clients however, do not have the resources to process the 200,000+ lines of parts

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information monthly. Data which requires cleaning up, in other words sorted, filed and packaged, to enable clients to process or import the data with ease.

MAPO takes these 200,000+ parts price file, packages and files the parts to each model/variant. We then take these models/variants and link service schedules and specifications to form a complete VIN accurate package! On top of this mammoth task, we offer this in sectional packages, so clients can receive only the data they require and not 200,000+ items of which they may need less than 1%.

MAPO's right to an income by selling data is linked to the sorting, packaging, transfer, and formatting of data.

Costs involved to 3rd Parties receiving the data?

There is an annual licence fee for any 3rd party receiving data. This is to maintain the strict security measures to channel data only to OEM approved companies. From this point on, API queries transfer data to 3rd parties at a cost per query. There may be 3rd parties that will receive some data at ZERO cost (Dealerships receiving parts price file), but this is all set up on the MAPO software.

Keep in mind that with this level we want to achieve the following 3 (three) goals:

- Correctly represent the OEM at 3rd party clients.
- Improve security and control the data channelled to 3rd party clients.
- Generate income from this very valuable data source.

Estimated income this service can generate?

This depends on the OEM's car park figure. The more models/variants in use the more clients require data. But an average sized OEM can generate R10 mil-R15 mil annually in data sales with zero effort and at zero cost to company. This additional income excludes sales of more genuine parts and vehicle sales as the client can now make informed decisions when making an acquisition.

These figures are not guaranteed, however, the enormous requirement for data currently will quickly grow to its full potential as clients develop the functionality of implementing for the first time, the data now available in API format.

Data required to run this Level 0 of the MAPO software?

The MAPO system requires quite a bit of data to run successfully, all uploaded and maintained by MAPO.

- Parts Price file – Recommended retail price for Level 0 and 1, other price structures are needed for other MAPO software levels if/when the OEM subscribes to them.
- VIN numbers by sales date – For vehicle identification.
- Access to EPC – For locating correct parts that fit specific models/variants.
- Service Schedules – Detailed with lubricant quantity and labour times.

Additional information will be required when subscribing to LEVEL 2, 3 and 4. Please contact our office for more information on regarding the information, and how these levels will benefit the OEM.

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The OEM and MAPO's obligations?

MAPO has developed this software solution with the least amount of input and effort required by the OEM.

STEP	OBLIGATIONS	ATTENSION
1	Provide data to MAPO.	OEM
2	Load parts to model/variants in the MAPO software.	MAPO
3	Load service and maintenance schedules to model/variants in MAPO.	MAPO
4	Host software and data.	MAPO
5	Maintain security.	MAPO
6	Process data request.	MAPO
7	Format data and reply to client.	MAPO
8	Reporting data requests to clients.	MAPO
9	Invoice 3rd party (data sold).	MAPO
10	Monitor payments of data.	MAPO
11	Report 3rd party's data queries to OEM.	MAPO
12	Develop new technologies into data requirements.	MAPO
13	Report on data sales to OEM.	MAPO

Where can I see a demo of the API data?

https://api.mapo-int.com/api/za is our full demo site that provides all the required details needed to setup the API query. There are many samples, free of charge. Please feel free to view the demo site and contact us should you have any questions.

What security measures are in place for the transfer of data?

Secure Sockets Layer (SSL) certification is the security technology used for establishing an encrypted link between a server and a client. Protocols enabled: TLS1.2

Confidentiality?

MAPO has specifically developed this Level of software to implement better security and control of data, in the hands of the OEM. The standard NDA is signed and MAPO has no authority to give any 3rd party access to OEM data.

Therefore, the OEM is at all time in full control of who can receive data and the prices displayed. In the registration process for the 3rd party's API licence key, they complete a questionnaire with full disclosure as to who they are, what data they require and why they require the data. The request is approved or declined by the OEM. Upon OEM approval, the 3rd party will be able to use the approved data fields.

MAPO would not exist if we did not take the confidentiality of OEM's data very serious. Therefore, strict security measures are in place and full control is in the OEM's hands.

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For more information please feel free to contact our office and speak to an account manager who will assist you.

Kind Regards

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