

# OEM SOFTWARE

MAKE THE **INFORMED** DECISION

Original Equipment Manufacturers constantly require market research to offer the best products and service in a very competitive market. These research exercises can take months to compile as the amount of data to process and calculate accurate reports is a mammoth task. These research methods needed to change, they needed reports quicker and a lot more accurate.

The MAPO software is designed as a market research tool for concept-, current- and discontinued vehicles and equipment, in the areas of their parts pricing, service- and maintenance costs, total cost of operation and much more. The MAPO software is an Internet based market research tool in the Automotive and Commercial Vehicles Industries, and is now also available on Construction-, Agricultural-, Marine-, Forestry, Earth Moving- and Mining equipment and vehicles.

The MAPO software market research tool caters for all types of vehicles and equipment in various industries in the world. Our innovative software solution highlights areas for considerable savings by clearly identifying strengths and weaknesses on a model in a matter of seconds. All aspects of a model can be analysed, researched, and compared before the Original Equipment Manufacturers will put pricing strategies in place. Hens our slogan, **Make the informed decision.**

# MAPO INTERNATIONAL

## LEVEL 1C

Concept, Current & Discon Models ✓

TCO – Total Cost of Ownership ✓

Maintenance Schedules ✓

Parts Benchmarking ✓

Service Schedules ✓

31+ Parts Baskets ✓

Dealer Listings ✓

ABR Listings ✓

Aftermarket ✓

Insurance ✓

Sales ✓

Fleet ✓

Labour ✓

Elasticity ✓

Competitors ✓

Market Trend ✓

Sales Volumes ✓

Parts Fluctuations ✓

Competitive Position ✓



[www.mapo-int.com](http://www.mapo-int.com)

PASSENGER

COMMERCIAL

BIKES & ATVS

MARINE

AIR

EARTH MOVING

FACTORY

AGRICULTURE

MINING

FORESTRY

SPECIAL

# MAPO OEM SOFTWARE

## KNOW YOUR STRENGTHS AND WEAKNESSES

# 1C

## LEVEL 1C – AFTERMARKET ANALYSIS

Thanks to OEM involvement and huge strides in software development, Mapo has the right solution. Over the years of evolving the Mapo software we had constant requests to develop a solution for the research into the Aftermarket suppliers.

Level 1A offers quick and easy parts price benchmarking and OEM level service-, maintenance costs and parts basket competitive research. Level 1B is much more in-depth investigation in to the sales volume on vehicles and parts, and the monitoring and fluctuations in these figures. Level 1B identifies potential losses in sales due to aftermarket suppliers entering the market.

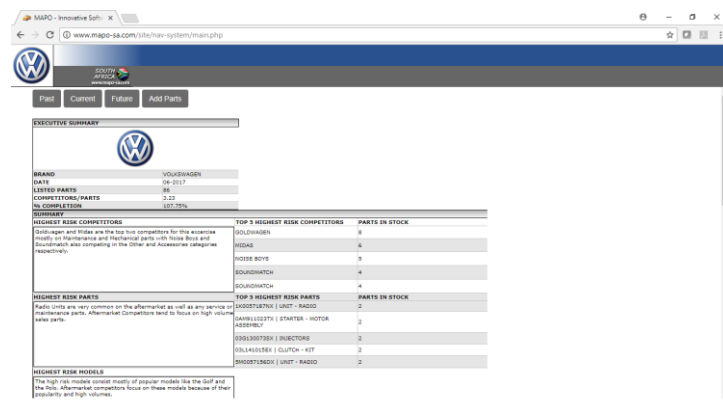
Level 1C then comes in with a comprehensive research software into the aftermarket suppliers. Clearly identifying who are your competitors, what models and what parts are at most risk and your current position to these identified issues.

Here are some of the features available in LEVEL 1C of the OEM Software.

## Executive summary.

The aftermarket research software provides an executive summary and overview of the exercise.

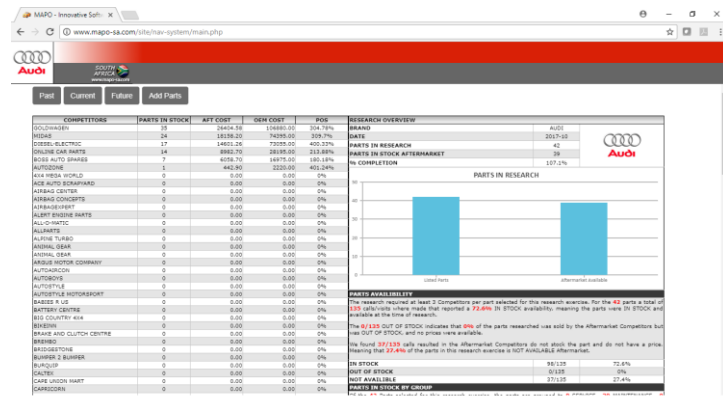
The Executive summary includes information such as the availability of the parts, what parts and models are at most risk. Do the aftermarket competitors have multiple branches country wide or just one small shop, and was the prices easily obtained?



## Overview

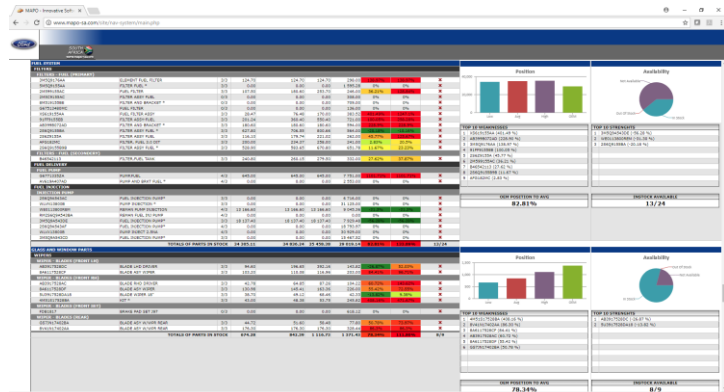
The overview shown who your competitors are and their cost to your cost and this can be drilled down to individual part level.

Clearly indicating what aftermarket competitor trades in which sector (Service, Maintenance, Mechanical or Body & Crash), with the cost of the items they have in stock.



### View by part number:

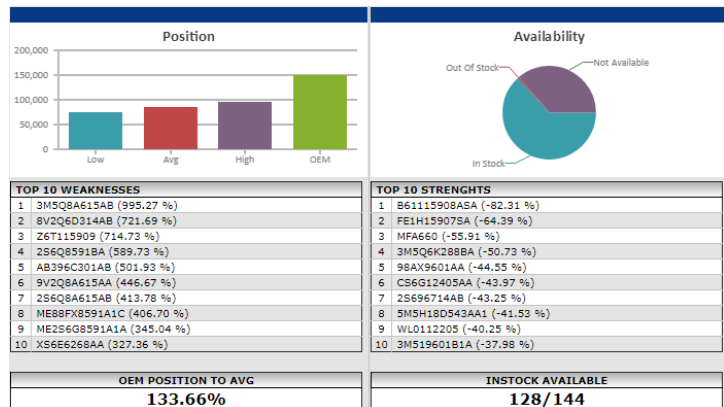
The parts selected for the research exercise is grouped in baskets by part number. This offers line-by-line detailed report on the aftermarket status of an individual part. By clicking on the part more information is available such as who was contacted to source the part? Was the part in stock or not? We try to record the brand name to measure against OEM quality, but this is not always available.



### Position:

As the parts are grouped by basket, the software will indicate your part's position to that group. Therefore in 700+ parts exercise you will see the position on Service items and your position on Body-and-crash items.

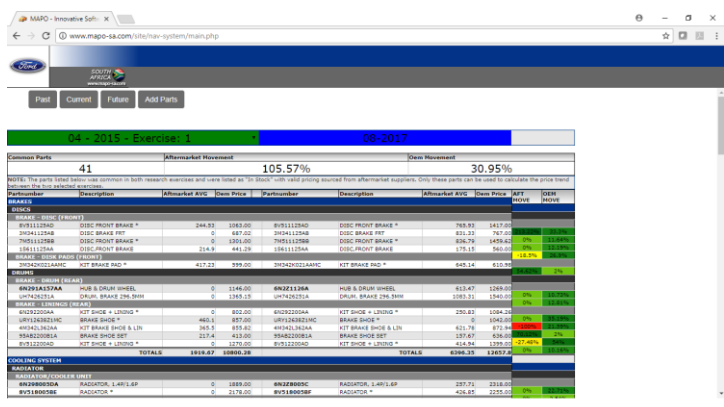
The strengths and weaknesses are also highlighted by parts group for easy identification.



### Market trend:

Analysing the movement of the aftermarket parts against the OEM parts shows an interesting trend.

Common parts researched will show how the aftermarket reacted over a period and what the OEM did regarding price adjustments.





### Aftermarket Report:

Historical research exercises are tracked, and reports are easily available in viewing parts baskets and individual parts information.

#### AFTERMARKET RESEARCH MARGIN

DESCRIPTION	TOTAL	Apr15	Apr15	Jul16	Mar17	Aug17
PARTS RESEARCHED	2	2	2	8	12	20
CALLS MADE	116	6	6	25	37	42
IN STOCK	75	5	5	8	29	28
OUT OF STOCK	2	0	0	2	0	0
NOT AVAILABLE	39	1	1	15	8	14
HIGHEST	669.10	669.10	669.10	1618.28	2103.56	2443.15
AVERAGE	573.40	573.40	573.40	1350.01	1629.70	1914.33
LOWEST	444.70	444.70	444.70	1112.08	1251.30	1424.87
OEM - PRICE	2230.31	2230.31	2230.31	2871.72	2880.52	3142.52
POSITION TO HIGHEST	233.33 %	233.33 %	233.33 %	77.46 %	36.94 %	28.63 %
POSITION TO AVG	288.96 %	288.96 %	288.96 %	112.72 %	76.75 %	64.16 %
POSITION TO LOWEST	401.53 %	401.53 %	401.53 %	158.23 %	130.2 %	120.55 %



### What data is required?

The MAPO system requires quite a bit of data to run successfully.

- Parts Price file – For accurate parts pricing
- VIN numbers by sales date – For vehicle identification
- Access to EPC – For locating correct parts that fit the identified vehicle
- Service Schedules – For calculating running costs

Additional information will be required when subscribing to LEVEL 1B, C & D. Please contact our office for more information on how what the information is and how these levels will benefit the OEM.

### Confidentiality?

Probably the most important aspect of our working relationship with every OEM! The OEM is still in full control of who (3<sup>rd</sup> Party) can get information and the prices displayed.

Hope this is helpful, for more information please feel free to contact our office and speak to an account manager that will assist you with your query.

Kind Regards

  
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