

# 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 1A

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

**1A**

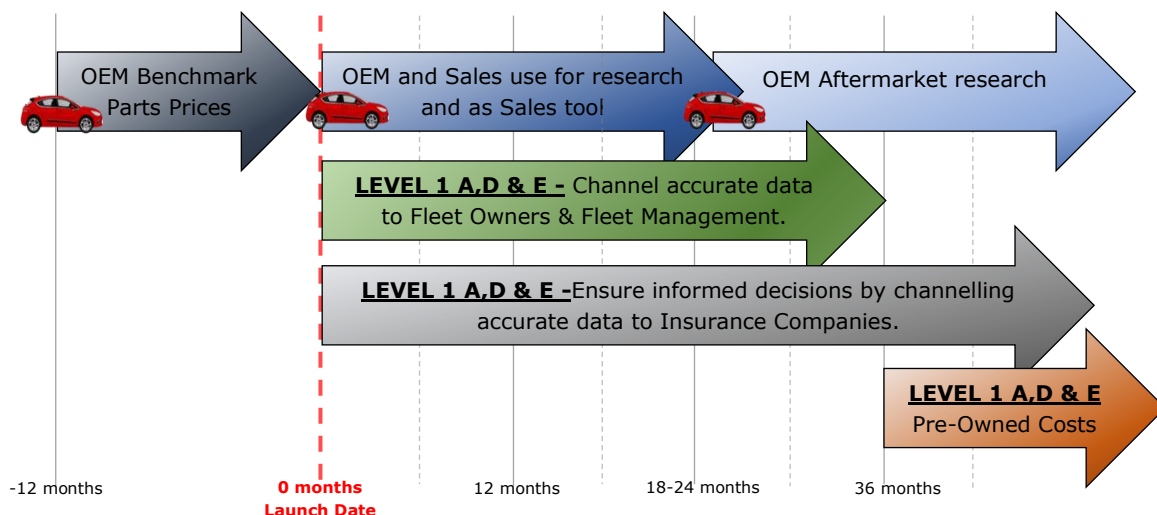
PROTECT YOUR INFORMATION

## LEVEL 1A – PARTS BASKETS

As a leader in software solutions we at Mapo have made an incredible impact on how OEMs conduct market research on their vehicles. Thanks to OEM involvement and huge strides in software development, Mapo has the solution.

MAPO software is the first Internet-Based market research tool for all types of vehicles and equipment in various industries. The software is widely used by many of the leading Original Equipment Manufacturers (OEM), Dealerships, Fleet- and Private Companies, in the Automotive and Commercial Vehicles Industries, and is now also available to the Construction, Agricultural, and Mining industries, and many more.

This market leading software system offers subscribers and application users access to accurate data for market research purposes. Strengths and weaknesses are displayed in Parts Pricing, Service Costs, Maintenance Costs, and Total Cost of Ownership (TCO). Results are displayed on screen within a few seconds. All this is done from an independent unbiased source using an industry standard without any exchange of prices or market positions. The aim was to develop a system that would help OEMs improve their product's price and quality; thus, making the consumer the main beneficiary.

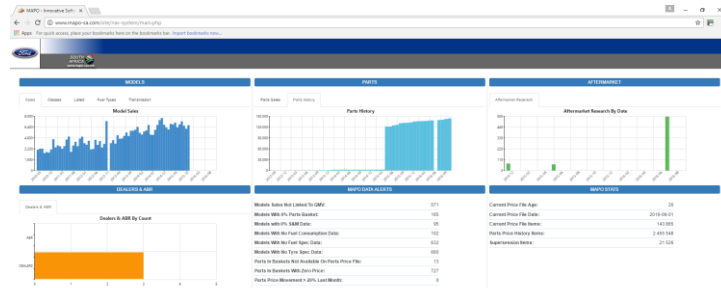


The software allows for quick and accurate research with user friendly results displayed in seconds.

## Some of the features in Level 1A of the MAPO software:

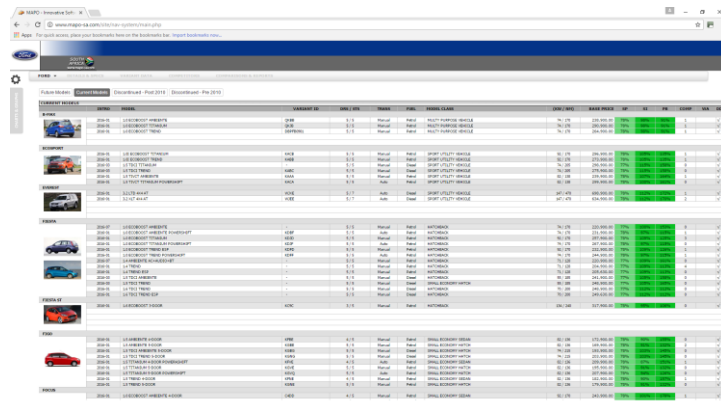
### Dashboard

Dashboard shows an overview of the data in Mapo and access to quick reports in just a few clicks. This dashboard will indicate if parts price files, vehicle- or parts sales data is required. Navigate to all Mapo features like past Aftermarket reports and indicate the progress of upcoming research.



### Model Listings

Models listed in Mapo consist of Future models for parts price benchmarking, current models for quick access to see strengths and weaknesses and models listed from 2002 to conduct aftermarket research.



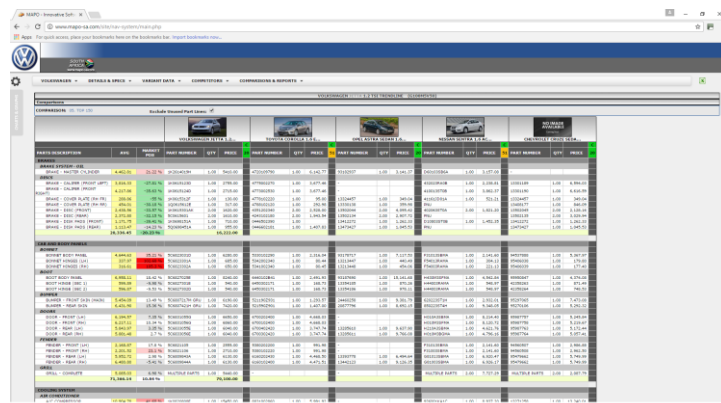
The Model Listings table provides a detailed view of the vehicle models tracked by the software. It includes the following columns:

- Model:** The specific vehicle model being tracked.
- Year:** The model year.
- Make:** The manufacturer of the vehicle.
- Model Name:** The full name of the vehicle model.
- Price:** The current price of the model.
- Status:** The current status of the model (e.g., 'Active', 'Inactive').
- Research:** The research status of the model.
- Parts:** The parts status of the model.
- Prices:** The price status of the model.
- Research:** The research status of the model.
- Parts:** The parts status of the model.
- Prices:** The price status of the model.

Quick competitor analysis with easy customized search parameters will clearly identify which other models are competing with your models. The auto search option will let Mapo search which models are available, or you can custom select any model currently in the market

### Parts Basket Comparison

Quick reports on baskets are available in seconds and your part's price positions are clearly indicated in colour scales. **RED** is a problem area and the **GREEN** areas are where your parts are competitively priced.



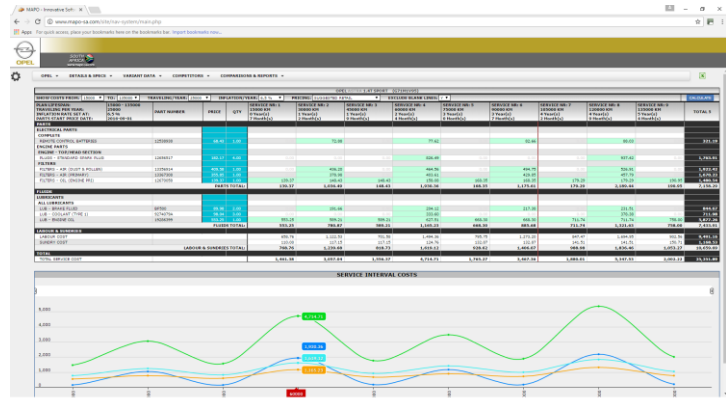
The Parts Basket Comparison table allows for a detailed comparison of parts prices across different models. It includes the following columns:

- Model:** The vehicle model being compared.
- Part:** The specific part being compared.
- Price:** The current price of the part.
- Status:** The current status of the part (e.g., 'Active', 'Inactive').
- Research:** The research status of the part.
- Parts:** The parts status of the part.
- Prices:** The price status of the part.
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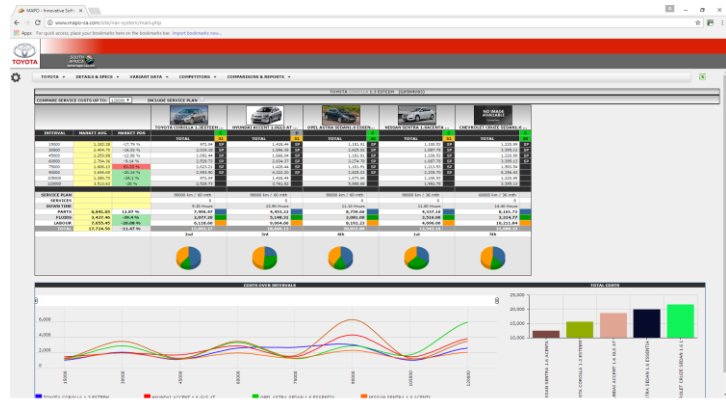
## Cost Planning

Service and maintenance cost planning is done in seconds with subtotals on parts, fluids and labour individually displayed. A custom inflation percentage can be included, and the calculation can be done at any price level.



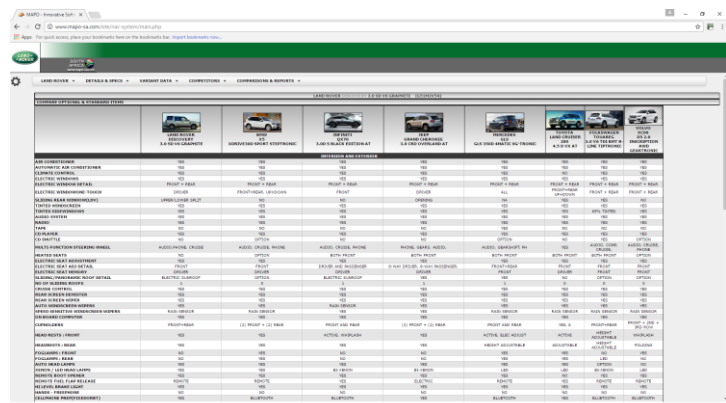
## Service Cost Comparison

The service and maintenance cost comparison are unique to the MAPO system. This feature takes into consideration different service intervals, service and maintenance plans, labour rates and labour times. This quickly identifies if your model has issues in the different sectors such as parts, fluids or labour. After this comparison, a standard basket comparison will identify the actual part or fluid that might cause the excessive costs.



## Specifications

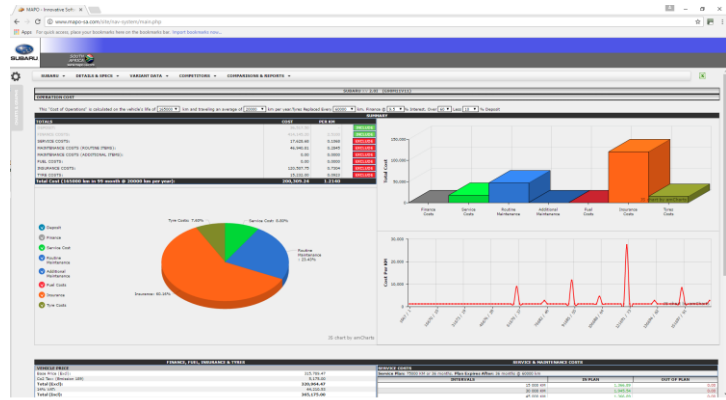
Basic specifications to detailed standard & optional items comparisons are available on the system. Depending on the vehicle type, we have approximately 240 specification fields available for comparison.



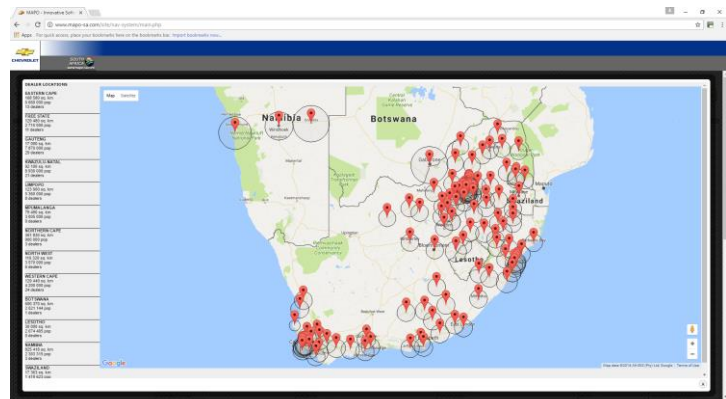
The screenshot displays the 'MAPO - Innovative Data' software interface. The top section shows a detailed table with columns for 'PARTS', 'FLUIDS', and 'LABOUR' across various service intervals. Below the table, a line graph titled 'SERVICE INTERVAL COSTS' shows the cost trends over time for different components, with a green line representing the total cost and other lines for individual parts, fluids, and labour.

**Total cost of ownership (TCO)**

Total cost of ownership (TCO) on any model is available on screen in seconds - and allows for comparisons between competing models. Detailed layout shows c/km calculated down to 4 (0,0001) decimals. Clear charts indicate spiking costs that can be investigated and identified in seconds.

**Dealer and Auto Body**

Countrywide Dealer and Auto Body repairer listings are available, while the vehicle sales report by dealer is available in just a click or two. Insurance claims/repairs by Auto Body repairers will soon be a reality with the integration of insurance and fleet packages.



The reports available in the Mapo system are crucial for your pricing strategies! These reports were impossible to calculate in the past due to the amount of data that feeds the required results. Now, you have answers in just a few clicks of the mouse, results in seconds with no effort!

Mapo offers a solution, and where an OEM does not require huge manpower to calculate the desired reports, we become your parts consultant.

Mapo is and will remain totally committed to providing a market leading service. The fundamental design of the Mapo concept was founded in 1999. Over the years, Mapo has evolved into a revolutionary product to assist OEMs, Dealers, Insurance and Fleet Companies with data to conduct market research using this fast, accurate and affordable software solution.

Kind Regards

  
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