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Best Quality, Highest Accuracy, Easiest to Use, Lowest Price: Illumaware is First to Market with Software-as-a-Service for PIES and ACES

The push for quality performance and accessory information is on. Until now, the only way to get manufacturer information was to rely on third party companies to compile this information and to deliver it to you on *their* terms, and in *their* formats, or to hassle manufacturers to send various pieces of information in spreadsheets, text documents, PDFs, and CDs as well as DVDs of product images. Needless to say, the recipient of this data had no control over the quality of the data or the images, and no ability to direct data collection efforts to best enhance their particular businesses.

There are a variety of reasons WDs and retailers need quality product information. Those pursuing ecommerce strategies need accurate manufacturer shipping location information and package dimensions and weights for special order drop-shipments. UPC codes are needed for those implementing new warehouse management scan systems for receiving and order fulfillment. Quality images, product attributes, specifications and sales bullets are needed for those selling over the internet or using lookup applications to educate counter pros and end users about products. Until now, WDs and retailers have been forced to build business strategies around the product data that *was* coming in. Now, they have the opportunity to dictate what information they want, and how they want it. And they can do it at no cost.

Are you missing any sales because you aren't communicating in French and Spanish? There is no need to concede this space. Illumaware AutoLingua™ is the first service in the aftermarket that gives *automotive-specific* language translations that are performed by actual human beings. It doesn't matter if its product descriptions, sales information, posters, or technical bulletins. Illumaware AutoLingua™ can get your information translated to any major language in the entire world.

Illumaware Meets the Needs of the Performance WD and Retailer

Illumaware allows *any* size WD and Distributor to specify not only *what* pieces of information he would like to receive, but *how* he would like to receive it. Don't have a Brainiac on staff to integrate ACES XML or PIES XML into your systems? It's no problem. Perhaps you would like to receive a simple flat file instead. But regardless of whether you want to accept the industry standards or grow your own to achieve advantage over your competition, Illumaware delivers.

Consider the fact that the vast majority of manufacturers send their product data piecemeal on an as-needed basis to customers. Now consider how seldom you receive updates to this information. Product data for aftermarket parts is as perishable as the milk in your refrigerator. If you have old, inaccurate, or missing information, you are missing sales. If a web user looks for three different parts on your website, and can't find them, the chances are that he is not going to come back. Ever! Those parts might be sitting in your warehouse, or even on your shelf. All that is needed to keep customers is the ability to deliver the right part, quickly, and on the first try. There's no better way to support your distribution and sales system than to back it up with complete and quality data.

If I'm Not Paying For It, Who Is?

Manufacturers pay a low monthly fee that is easy to budget. And it's easy to get started: Manufacturers can send their data in any format to Illumaware, and our staff will perform the initial



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mapping and load to **Evokat™**. From there, they simply click a couple of links to deliver the data to you via ItemExpress®, the best-performing aftermarket data transformation solution in the aftermarket.

Illumaware's **Evokat** online solution allows manufacturer's to enter product information directly to your specifications. For the lowest price in the industry, the manufacturer gets:

- The cleanest and easiest way to enter performance and accessory data.
- The only way in the aftermarket to communicate any kind of product information to all of his customers in any format they request.
- The only solution that delivers comprehensive information coverage reports to see what is missing.

And Illumaware updates Evokat with *new functionality* every single month, continuing to add value to our customers and their customers. That's the difference with software-as-a-service versus traditional software solutions.

How Do I Know I'm Getting The Data I Want?

Ask your vendor for an Illumaware **Clarity™** Data Review Report. Illumaware is the first to offer a full report on the percentage of data coverage for each data item in the aftermarket data specifications, *plus* anything that you are asking for in particular. Imagine getting a report where each of the data items you want is color-coded and issued a percentage score based upon the number of parts which have values for that item. Manufacturers can click any item without 100% coverage to get a report of the product numbers that are missing that piece of information. Clarity™ is the first positive feedback mechanism into data collection efforts in the automotive aftermarket.

Let's get started

Contact Ralph Bowen at Illumaware today to find out how Illumaware's suite of services can deliver the highest-quality performance and accessory product information to you. And if you don't have anything to put the data into when you get it, Illumaware can help you implement a quality enterprise solution. Call us today at 800.880.4964, or email Ralph at Ralph.Bowen@illumaware.com. Thanks for your time!