



Observations from real-life workshop data

hands-on use cases of retail data




Bas Wintjes

3600 workshops




3600 workshops




	Network data
	RMI data
	Open-source data




	<ul style="list-style-type: none">• Invoices• Parts• Cars• Workshops
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3600 workshops






Network data




RMI data

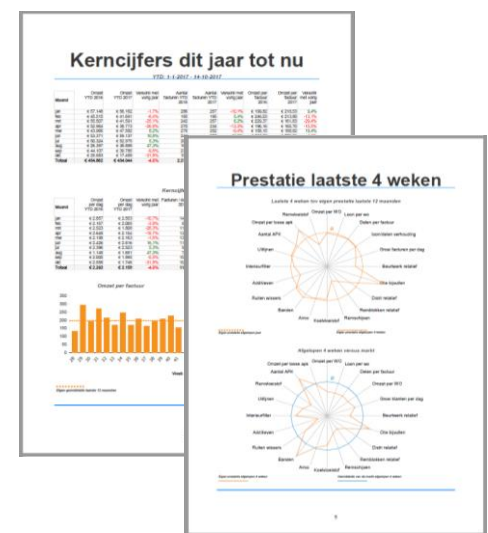


Open-source data





- Invoices
- Parts
- Cars
- Workshops



Reports



GMS



Dashboards



Catalogue



API's

Today's use cases

hands-on use cases of retail data

1. Fact based impact of the (B)EV transition
2. Boost loyalty with business support for workshops
3. Efficiency of product portfolio's
4. Speed up innovation

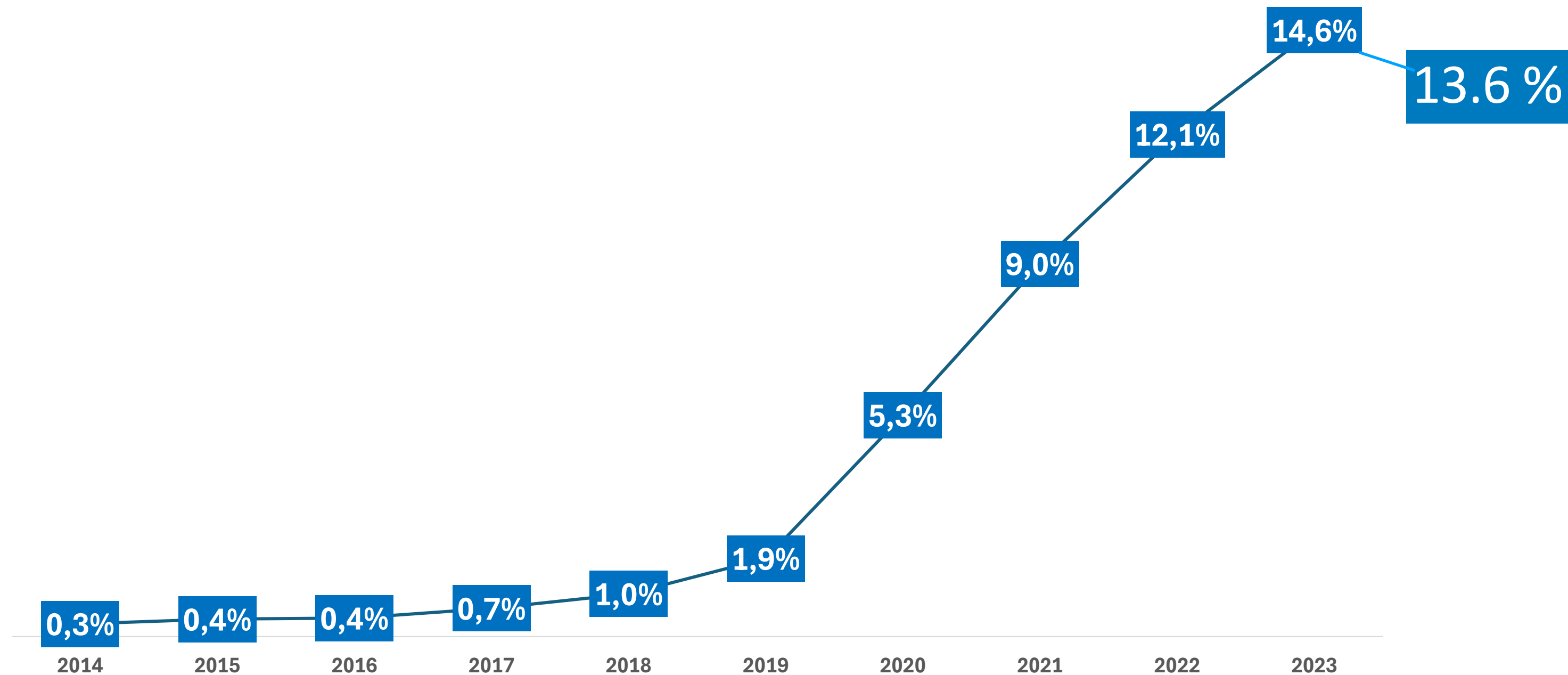
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Fact based impact (B)EV transition

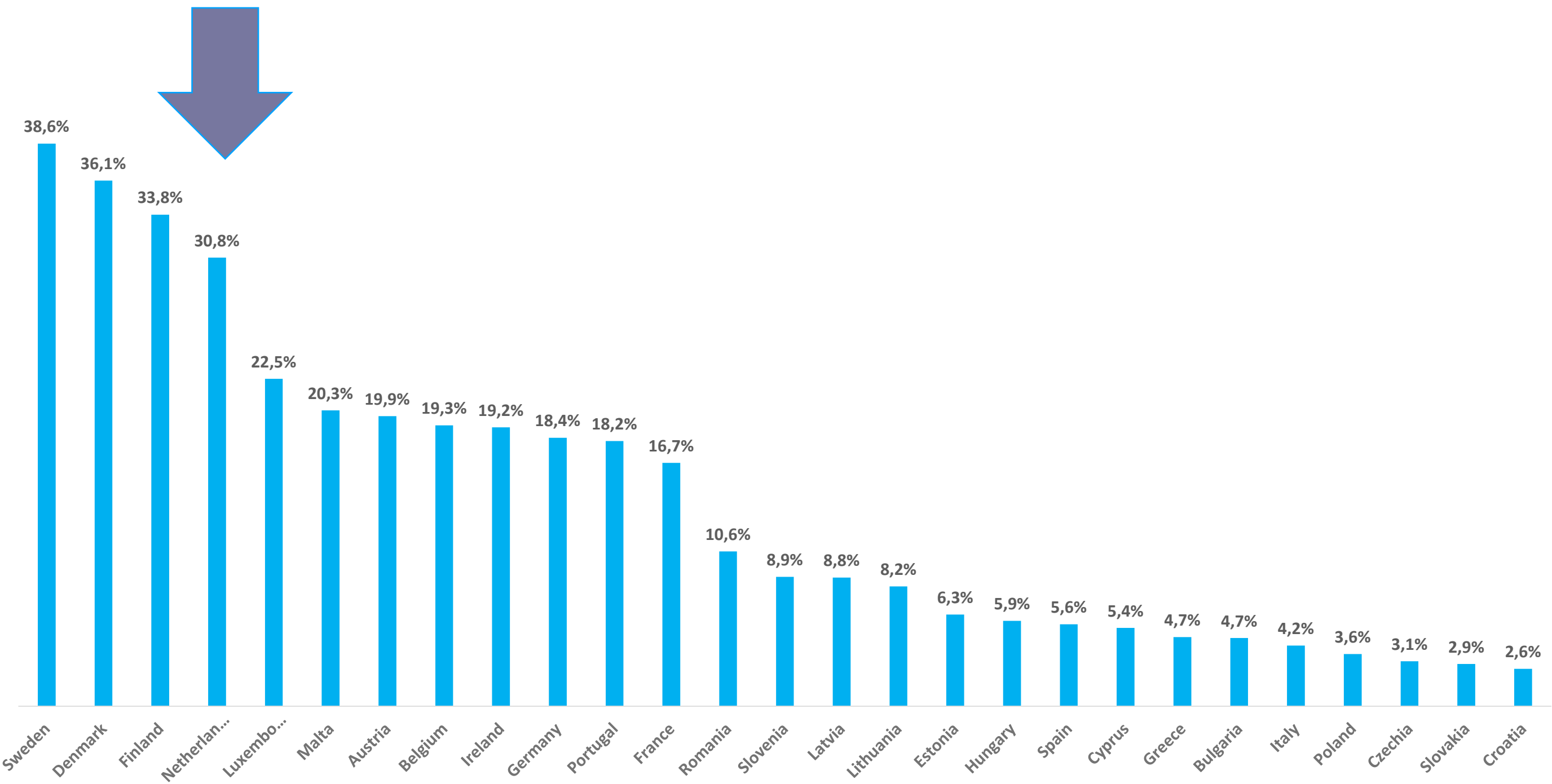
Share of new registrations BEVs in Europe



Future of BEV registrations unclear

But this train has no emergency brake

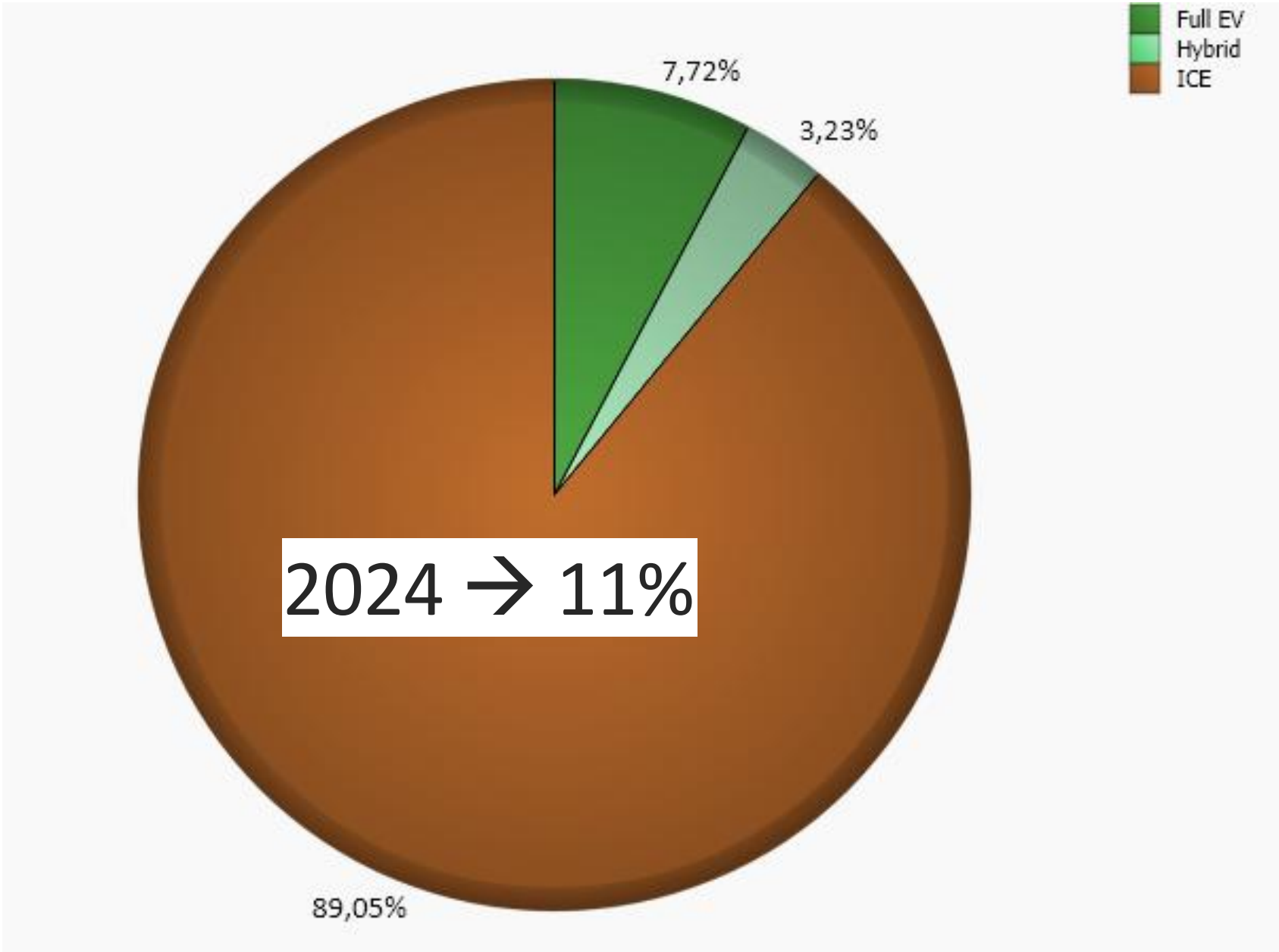
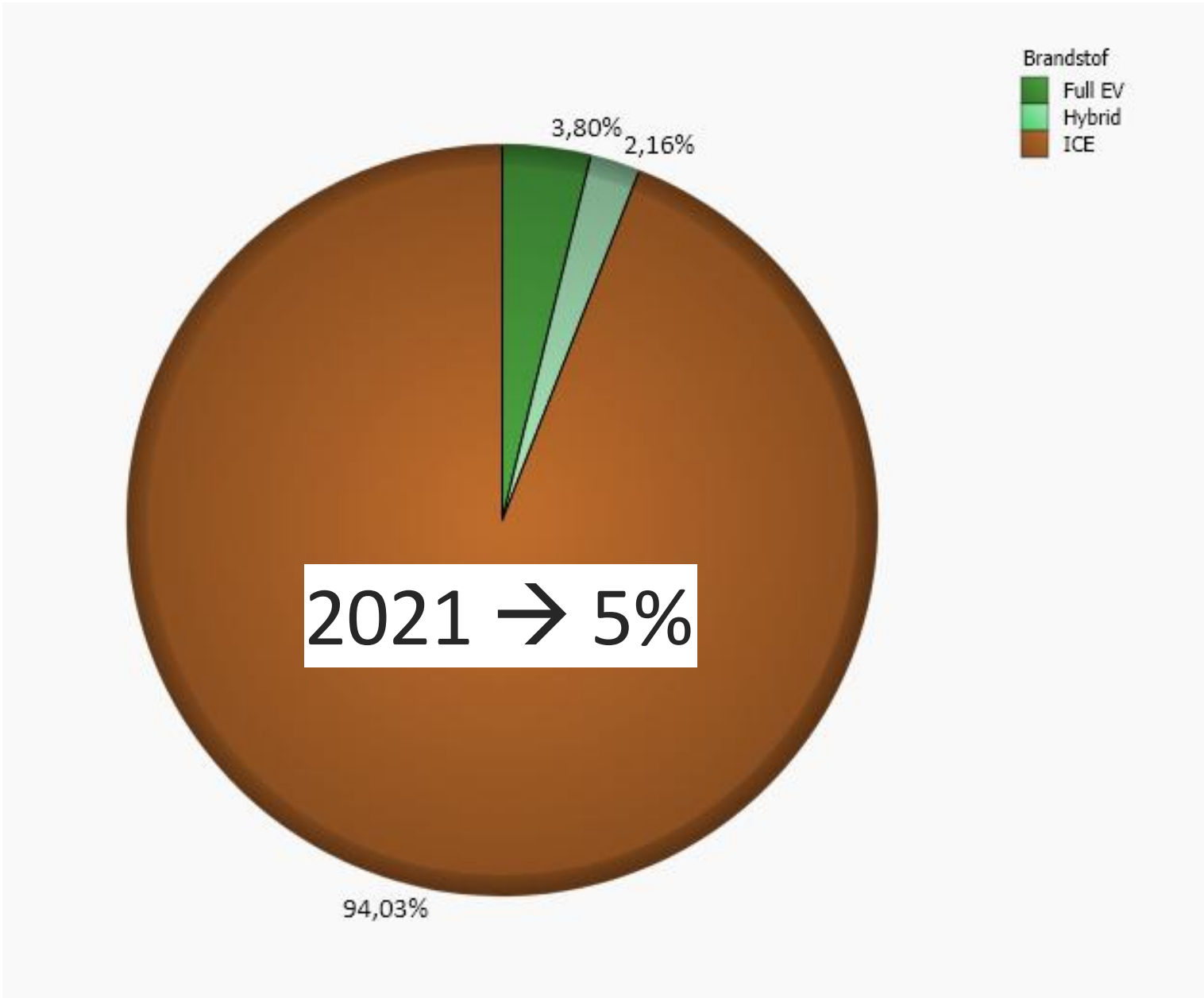
Fact based impact (B)EV transition



Big differences per country

Fact based impact (B)EV transition

In our industry there is always time to adapt

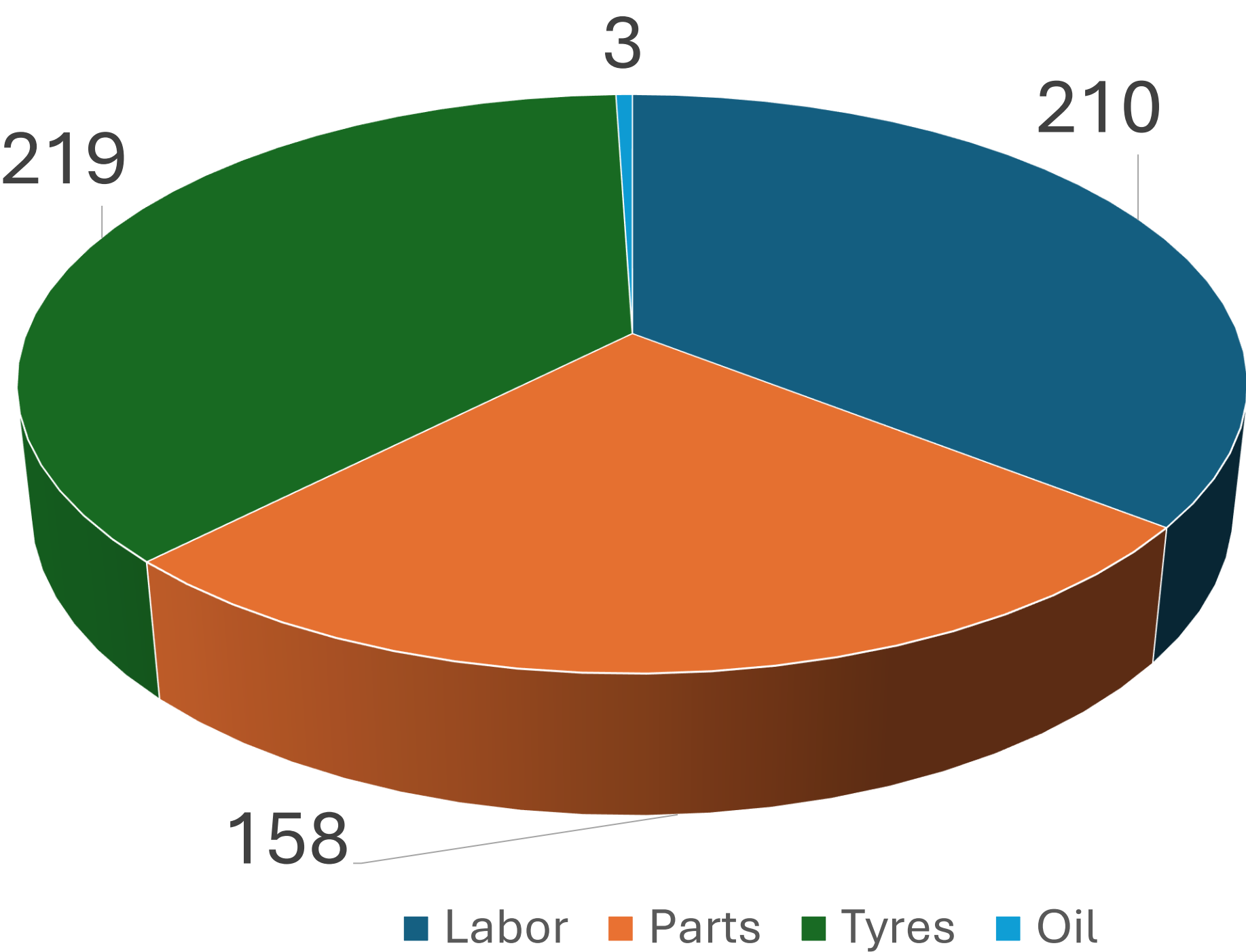
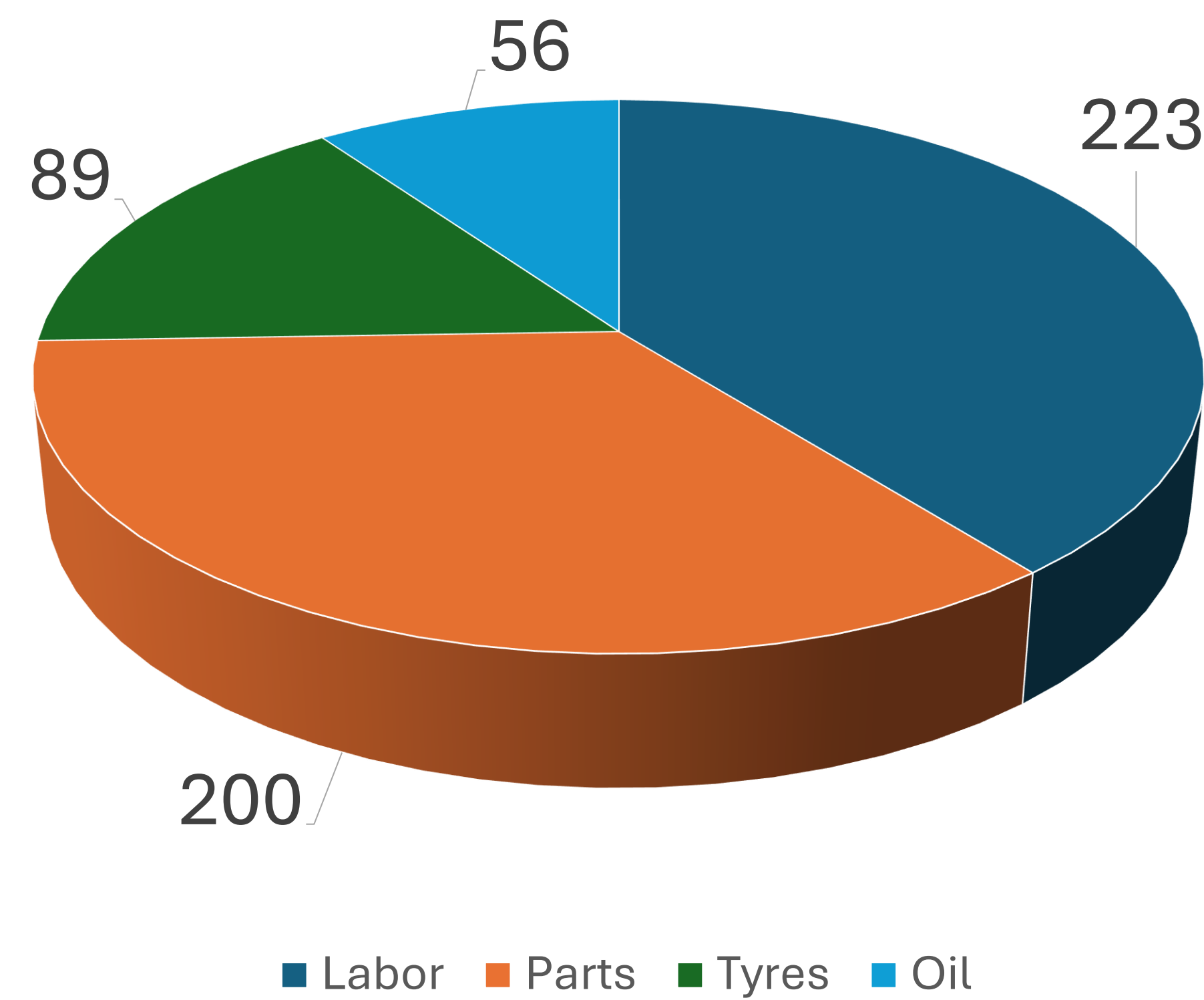


Share of revenue just IAM workshops

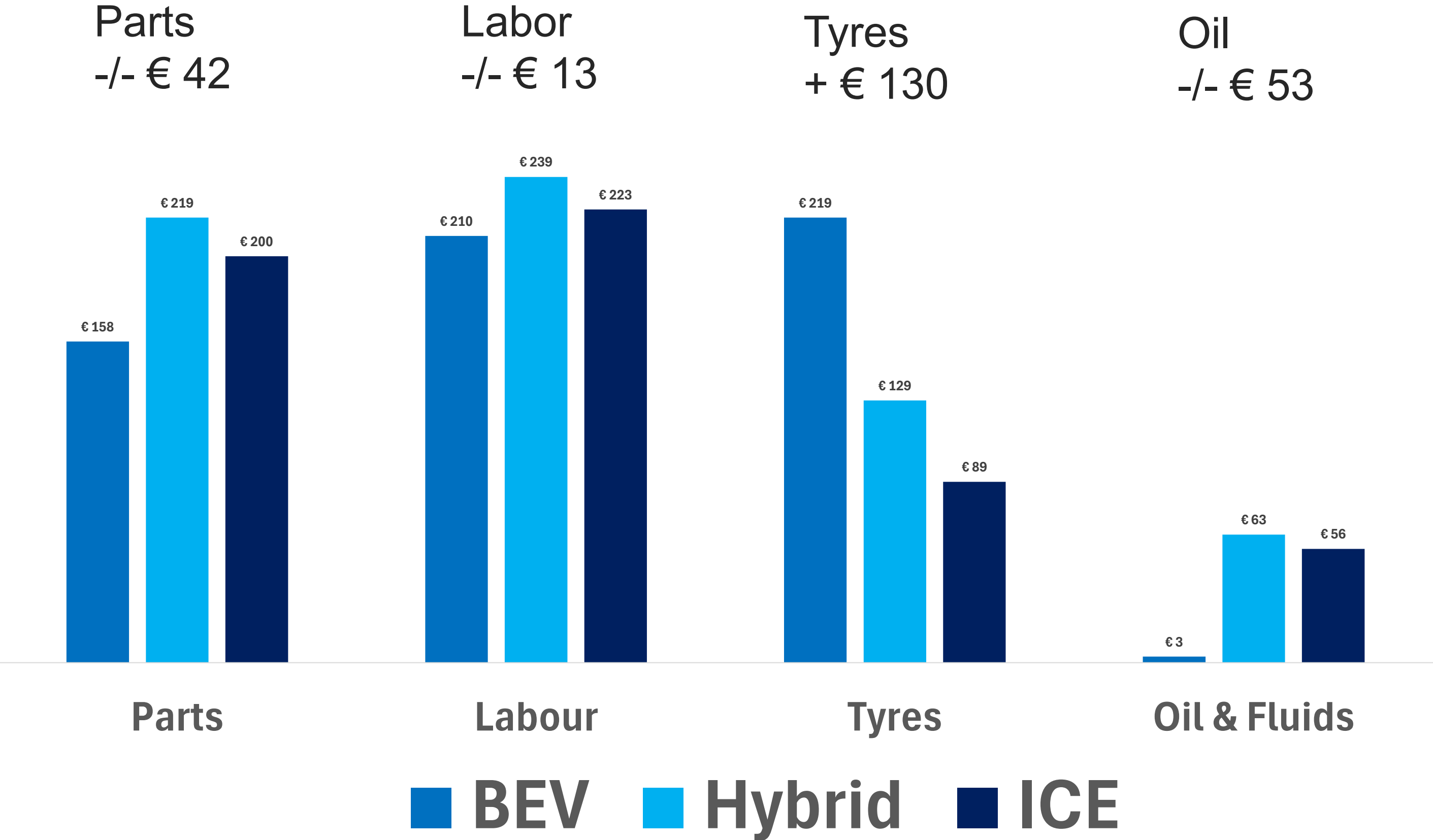
Revenue impact much lower than often claimed

ICE → 568 euro:

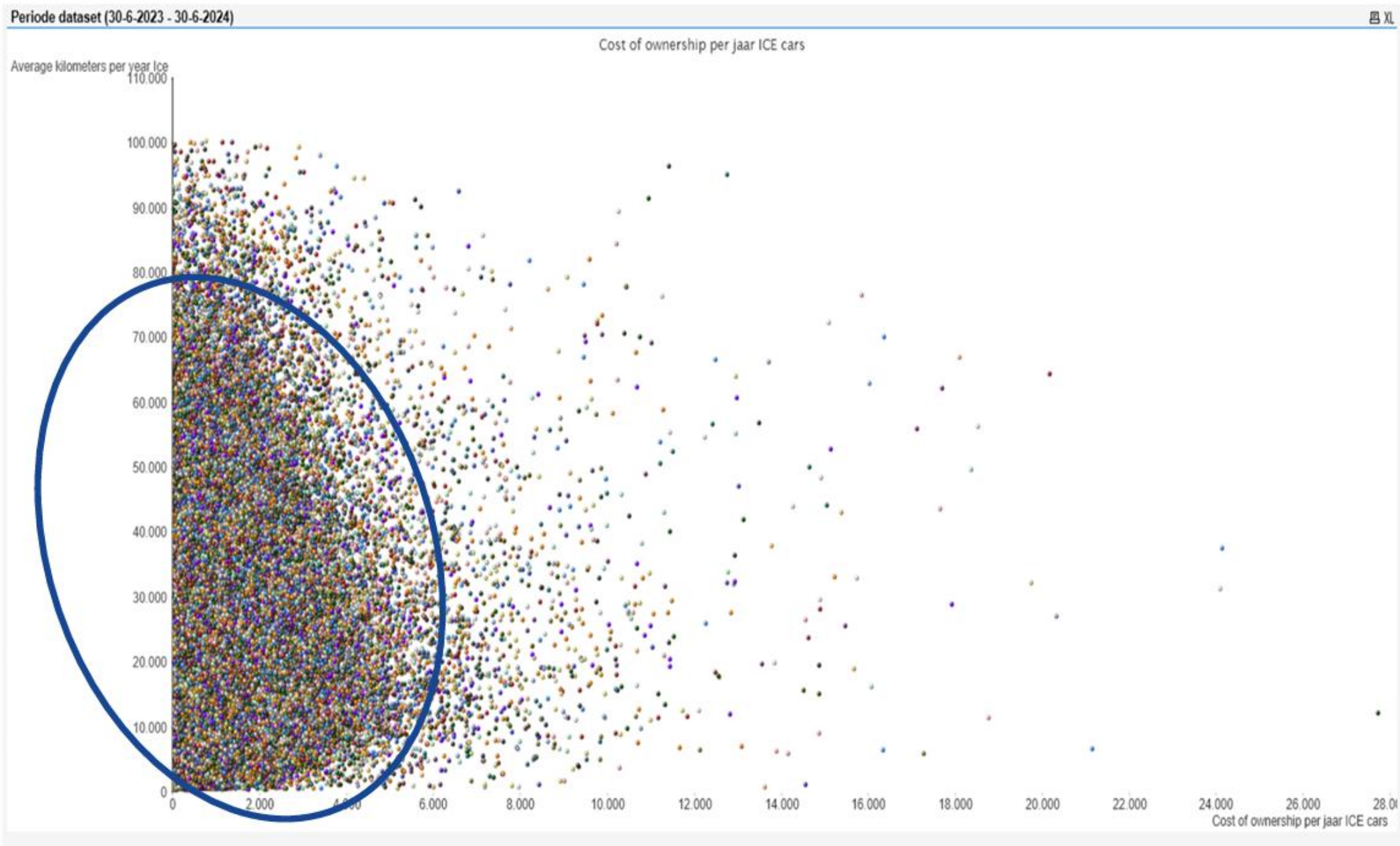
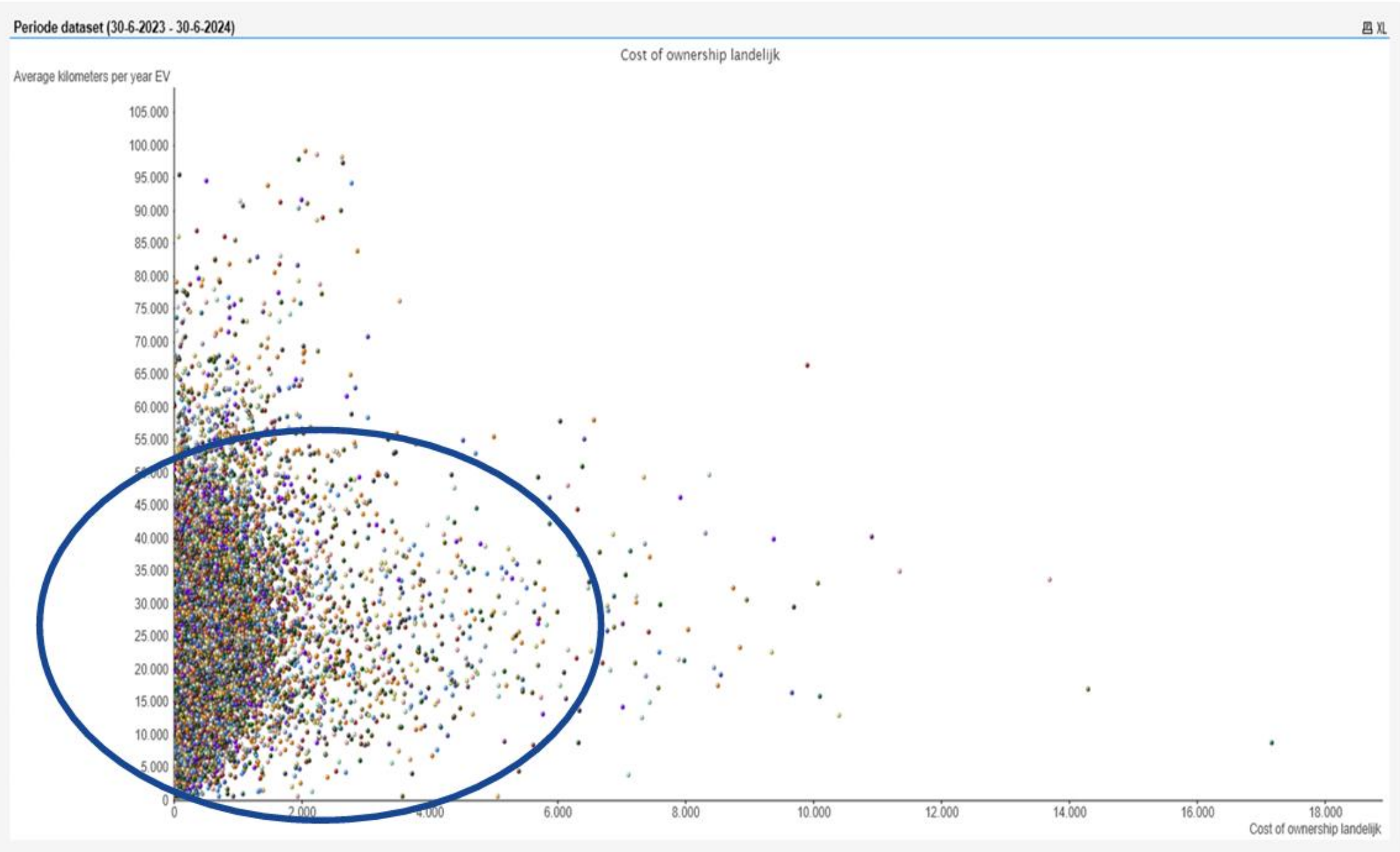
EV → 590 euro:



Huge differences per parts group



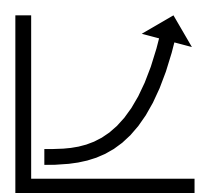
Chance of outlier much higher with EV



	BEV	ICE
invoice > €6000	0,24%	0,12%
invoice > €3000	1,35%	0,90%

WESP Research report: Impact (B)EV on the aftermarket 2035

Revenue growth



Fleet expansion
+3,5%



Fleet aging
+ 6,9%



Electrification
-/- 3,8%

+ 6,5%

Lower parts margin



Product mix and pressure from the industry
to recover innovation costs

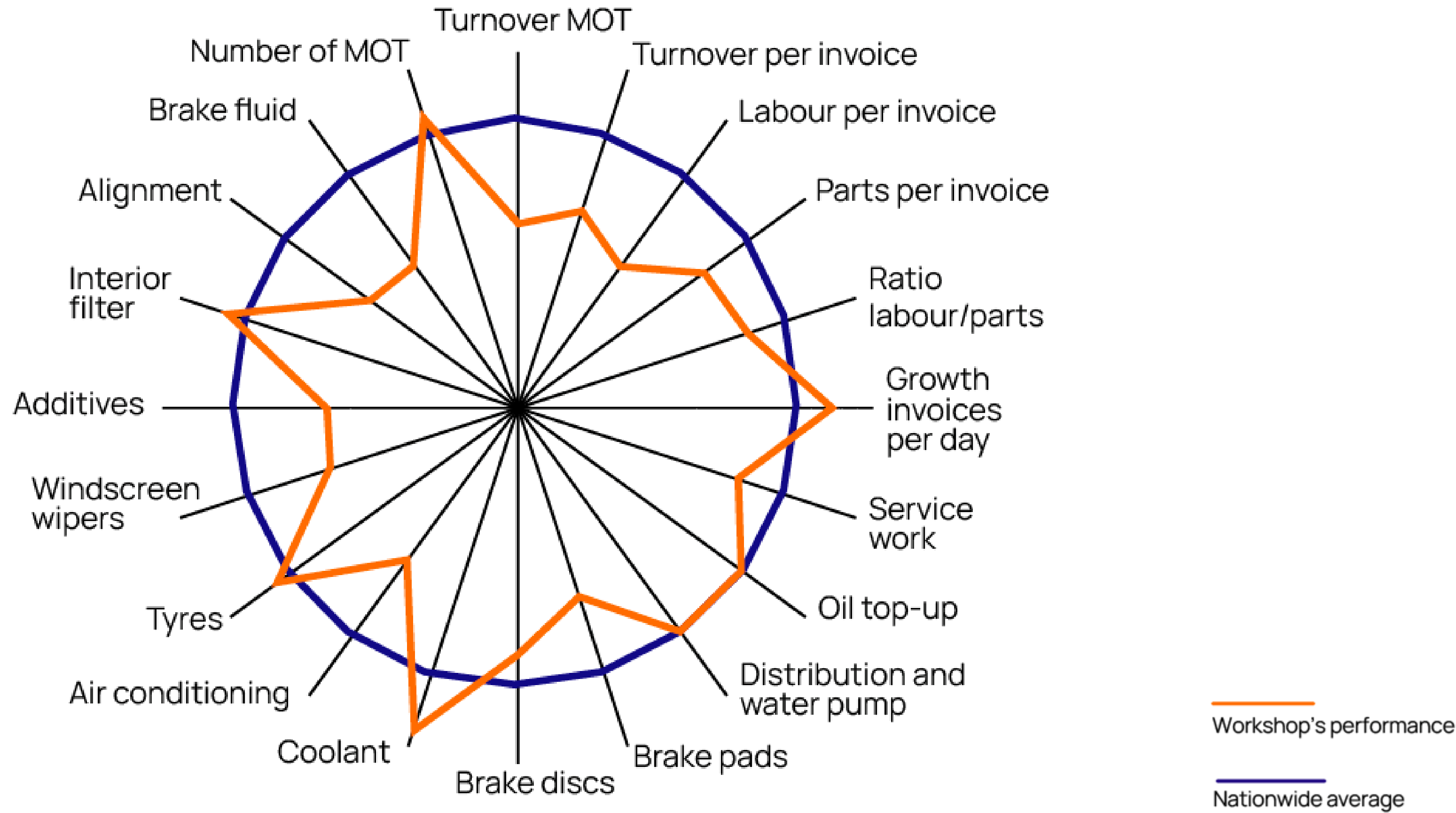
- 10%

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Boost loyalty with business support for workshops



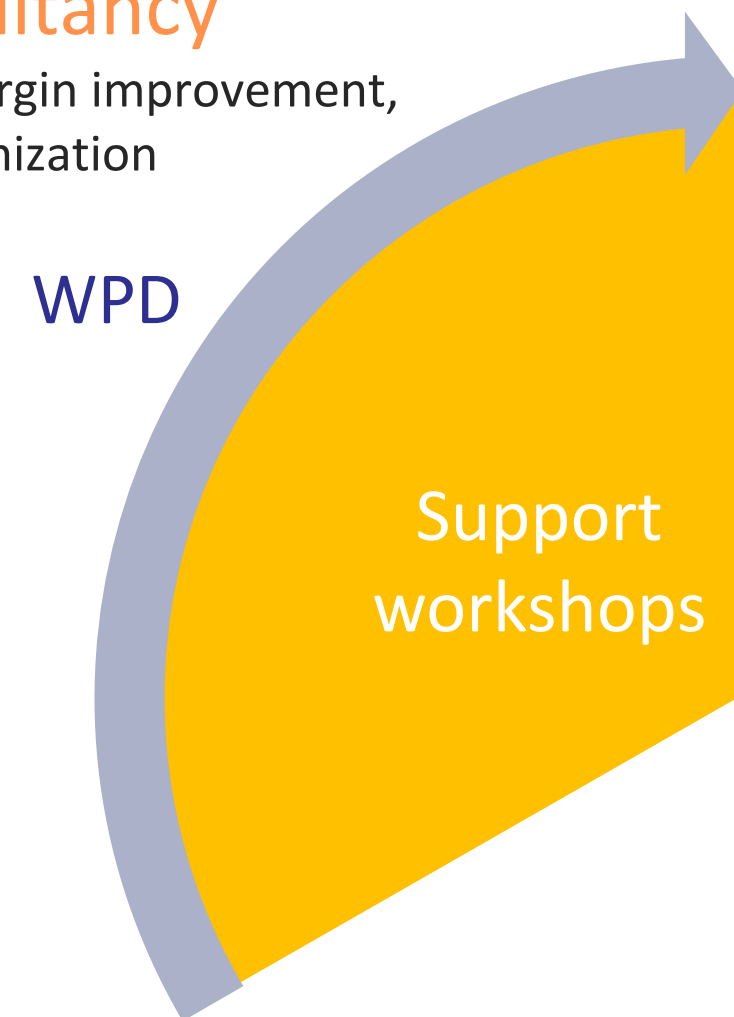
Top-down decisions create resistance,

Collaboration builds loyalty

Boost loyalty with business support for workshops

Retail consultancy

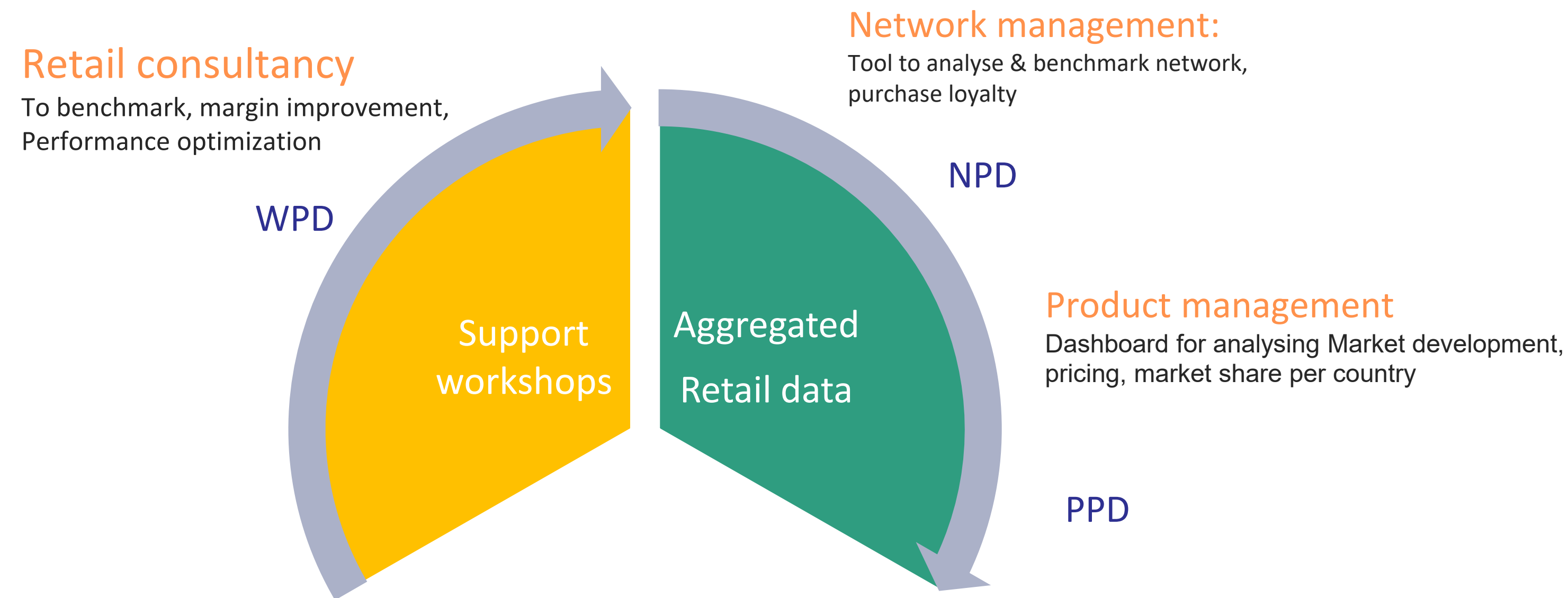
To benchmark, margin improvement,
Performance optimization



| Top-down decisions
create resistance,

Collaboration builds
loyalty

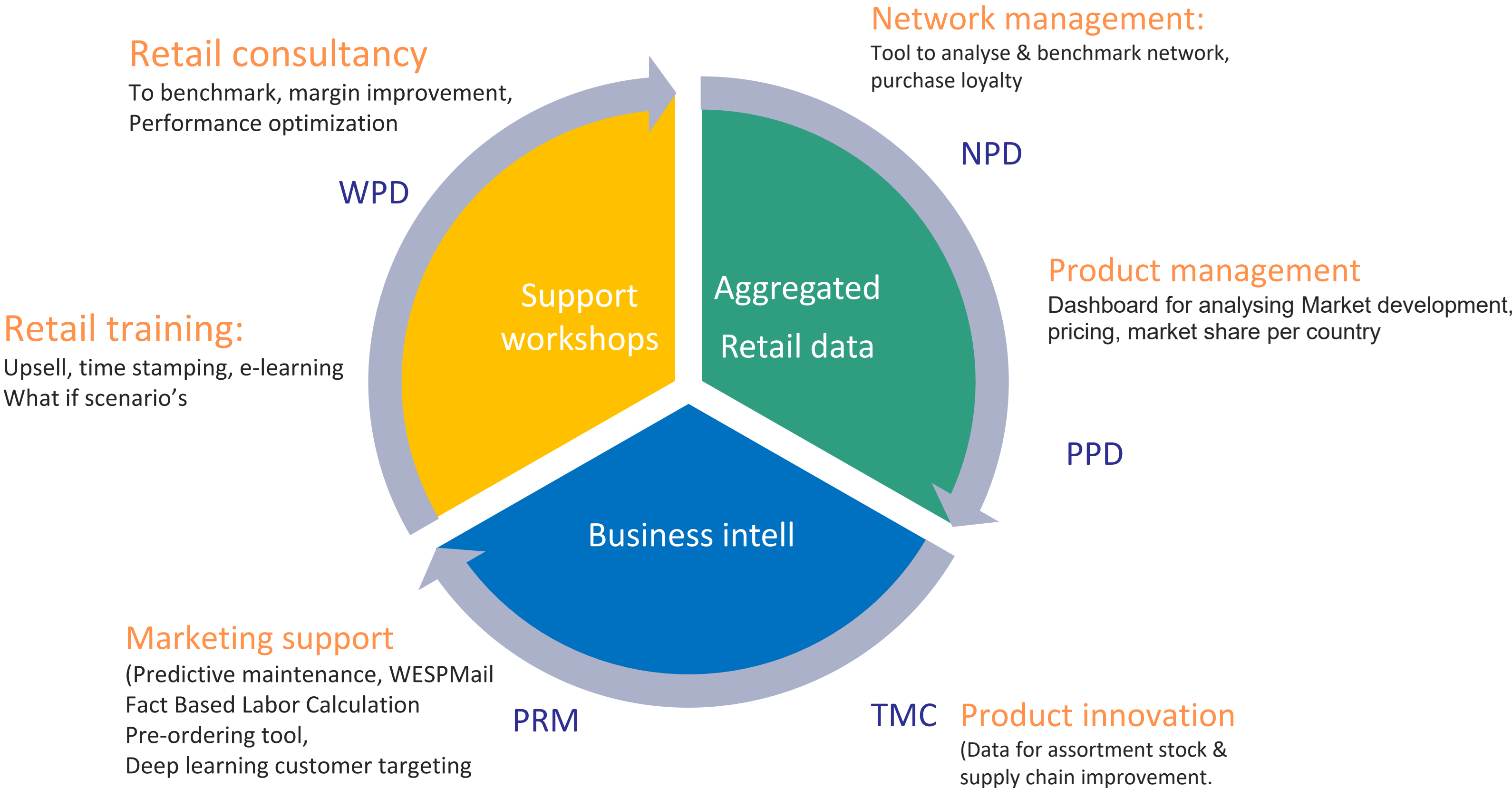
Boost loyalty with business support for workshops



Top-down decisions create resistance,

Collaboration builds loyalty

Boost loyalty with business support for workshops



Top-down decisions create resistance,

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Efficiency of product portfolio's

Just VIO is not good enough to calculate markets

Replacement rate

Efficiency of product portfolio's

Fact Based Replacement rates

TMC Search

Searching within genart 4 - Alternator

Q Search your OEM-number

Search →

or

Q Search your Ktype-number

Search →

VIO is not good enough for market calculations

Efficiency of product portfolio's

Fact Based Replacement rates

Genart : **4 - Alternator**

OEM : **1005295**

The results displayed are sampled from data of the past 12 months

VIO is not
good
enough for
market
calculations

Efficiency of product portfolio's



Number of parts sold	Sample size	VIO	TMC (EU)
48	4,380	4,189,429	45,9110

Fact Based Replacement Rate 1,03%

Efficiency of product portfolio's (654 Wheel bearing kits)

SKF	→ 95,7% VIO coverage	→ 99,2% Sales coverage	→ 1189 SKU's
GSP	→ 97,7% VIO coverage	→ 99,1% Sales coverage	→ 1246 SKU's

Sales coverage versus VIO coverage :

Article manufacturer name	Vio Coverage TecDoc (EU)	Total Market VIO Coverage TecDoc (EU)	VIO Coverage TecDoc	Market Potential In units sold (EU)	Total Market Potential In units sold (EU)	Sales Gap In units sold (EU)	Sales Coverage In units sold (EU)
	334.301.485	334.301.485	100,000%		4.899.275		
SKF	320.490.725	334.301.485	95,869%	4.860.853	4.899.275	38.421	99,2%
GSP	327.263.727	334.301.485	97,895%	4.857.084	4.899.275	42.191	99,1%
MOOG	326.777.510	334.301.485	97,749%	4.875.001	4.899.275	24.274	99,5%
OPTIMAL	325.920.984	334.301.485	97,493%	4.883.064	4.899.275	16.211	99,7%
AIC	324.689.375	334.301.485	97,125%	4.879.207	4.899.275	20.068	99,6%
IPD	322.460.267	334.301.485	96,458%	4.861.701	4.899.275	37.574	99,2%

Efficiency of product portfolio's

Fact Based Replacement rates

VIO is not
good
enough

Your market					
Artikelnummer	(1) Number of parts sold All possible cars All possible Art numbers All possible ref numbers All possible manufacturers	(3) Number of cars that visited the workshop All possible cars No matter the art number No matter the Refnr M.Name :SKF Invoiced cars with a vehicle fit match	(5) Vio for : All possible cars All possible Art numbers All possible ref numbers / M.Name :SKF Nation wide car population with a vehicle fit match	# K-tytpes mapped SKF	(--) Estimated potential market per art manufacturer
Total	27.891	1.793.336	320.490.725	25627	
VKBA3643	2.142	78.591	17.584.758	796	427.295
VKBA6556	2.074	98.329	16.919.232	760	357.687
VKBA3644	1.520	81.545	16.339.654	654	295.394
VKBA3584	892	80.924	16.070.261	594	184.817
VKBA7011	845	120.303	15.829.943	809	70.326
VKBA3656	1.596	104.619	15.445.595	627	237.336
VKBA3569	1.350	94.618	14.820.553	445	210.780
VKBA3637	1.705	66.397	12.631.055	327	311.457
VKBA3540	806	57.746	12.060.970	364	169.750
VKBA3567	1.215	64.193	11.669.965	317	218.441
VKBA6544	722	59.486	10.698.493	294	130.873
VKBA3525	1.825	39.000	10.570.958	403	369.566
VKBA3657	969	49.593	8.927.675	202	172.784
VKBA3596	400	10.917	7.968.768	422	157.621
VKBA6799	466	40.848	7.766.997	164	90.887
VKBA6540	453	29.830	7.054.342	277	106.112

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Speed up innovation

5 min

Volgende route 00 : 00 : 32 : 57

Toon alleen consumentenprijs

Klantenservice: 0546-673000

Koskamp

Acties

Assortiment

Service

Ondersteuning

Opleidingen & Trainingen

Concepten

Contact

Crafter 30-50 Open laadbak/ Chassis 2.5 TDI

04-2006 > 05-2013 | 2461 ccm | 109 pk / 80 kW

SolutionsPRO

HaynesPro

Mercedes

Volkswagen

Crafter 30-50 Open laadbak/ Chassi...

2.5 TDI

56-VGZ-1

N.v.t.

252940

25-05-2018 , 181909

02-09-2024 , 248520

29-05-2007

03-09-2025

5 (2461cc)

109 pk / 80 kW

BJK, CEBB (Diesel)

3100 kg

Chassisnummer

Opvragen

Aandachtspunten werkplaatsbezoek

	Advies	Voorschrift mnd/km	Mnd sinds	Km sinds	Vervangen
ATF	Vervang	W - /60,000	81	71604	0
Interieurfilter	Vervang	F 24/80,000	65	57460	1
Luchtfilter	Vervang	F 48/80,000	65	57460	1
Remvloeistof	Vervang	W 24/-	81	71604	0
Ruitenwissers	Vervang	W 24/25,000	81	71604	0
Uitlijnen	Controleer	W 24/-	29	25636	2
Bougies	?	W 36/30,000	81	71604	0
Accu	OK	W 60/-	36	31824	1
Airco	OK	W 24/-	5	4420	1
Banden	OK	W - /60,000	17	15028	2
Brandstoffilter	OK	F - /120,000	65	57460	1
Oliefilter	OK	F - /40,000	22	19448	3
Remblokken	OK	W - /55,000	49	43316	2
Remschijven	OK	W - /80,000	81	71604	0

TecRMI

Service Book

Zoek op groep..

Structured data source for your Innovation

Predictive maintenance

Speed up innovation

- Combine VIN's with DTC
- Fact based labor calculation versus flat rate
- Combined marketing effort :
- Questionnaires to garages

| It's not the Ai model

It's the data
engineering
that counts



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