Increase Sales of OEM Parts in the Independent Repair Market

OEM eCommerce sites aren't optimized to capture parts business from Independent Repair Facilities (IRFs). As a result, money is being left on the table that aftermarket parts suppliers are happy to pickup.

The aftermarket parts suppliers have provided IRFs with an efficient way to look up, order, and deliver parts in a timely fashion through integrations with Shop Management Systems (SMS).

A seamless integration that enables competitive parts sourcing is why aftermarket suppliers have been so successful in the independent repair space and why OEMs have traditionally lost parts sales revenue to the aftermarket.

Integration Challenges

- Publishing the direct OEM Catalog with seamless parts ordering via API integration
- Streamlined fulfillment of eCommerce orders by Dealers via Dealer Management System (DMS)

The Solution

Motive Retail has developed a use-case driven integration solution to support the OEM business process that can be offered to SMS providers.

How It Works

Our standardized APIs can be used by any SMS provider, allowing us to plug-n-play with any OEM.

- Call into the Catalog
- Check Inventory Levels
- Provide Pricing
- Place the Order
- Check the Order Status
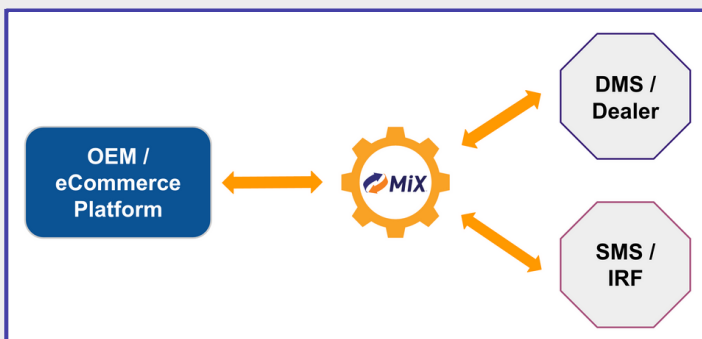
Key Initiative Benefits

☑ **Increase Efficiency**
  - Eliminate Parts Orders by Phone
  - Reduce Number of Systems Used
  - Speed to Market for Complex Parts
  - Eliminate Duplicate Data Entry
  - Dealers can Invoice Directly from DMS

☑ **Improve Sales Growth**
  - Capture More IRF Business
  - Increase Repair & Maintenance Parts eCommerce Sales
  - Increase Market Share for Genuine Parts on out-of-warranty units

☑ **Reduce Development Costs & Resources**

☑ **Joining a Network of OEMs Attracts SMS**