

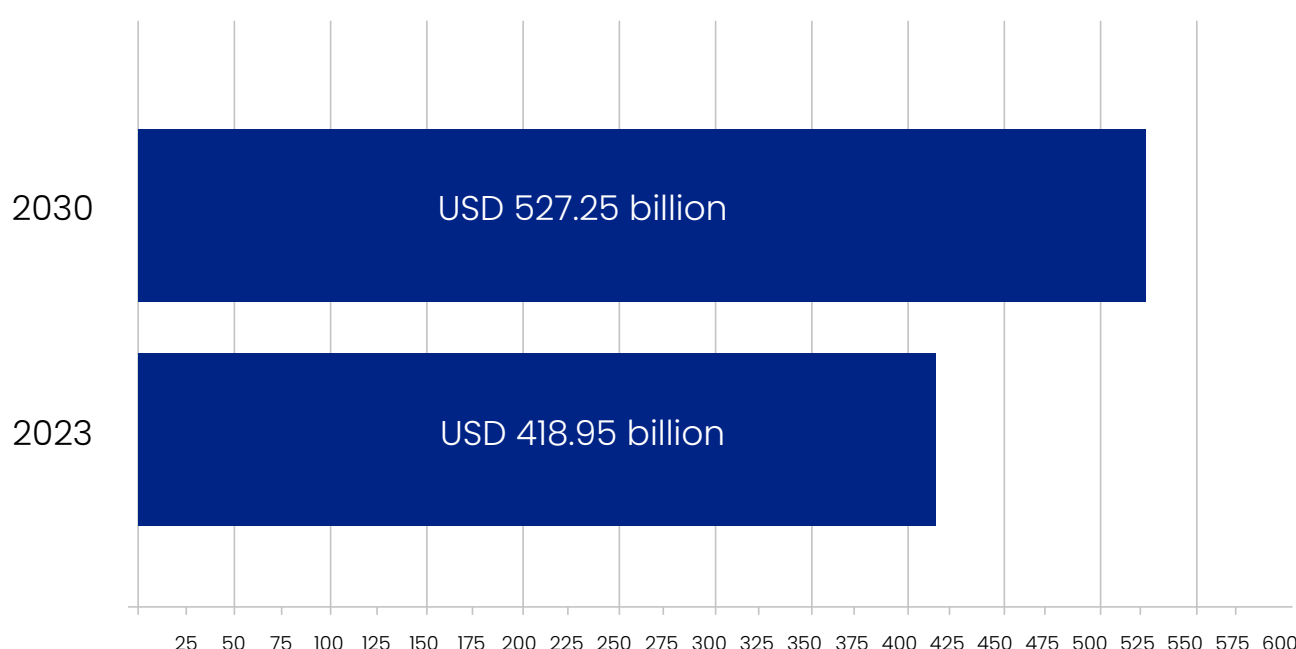
Solving the Challenges in the

Automotive Aftermarket Industry



The automotive aftermarket caters to the needs and preferences of vehicle owners, offering a variety of choices beyond what is available through the original equipment manufacturers. The aftermarket industry includes a wide range of products and services, such as replacement parts, performance-enhancing components, accessories, and maintenance and repair services.

The global Automotive Aftermarket Industry size was valued at USD 418.95 billion in 2023 and is projected to reach USD 527.25 billion by 2030.



Challenges in the Automotive Aftermarket Industry

While the global industry has experienced significant growth, it faces certain challenges and restraints. Let's discuss some common challenges and their possible solutions.

01 Management of Complex Parts, Fitment Data, and Reference Data

Business Impact: Increased returns, customer dissatisfaction, and lost sales.

Solution

Product Classification		<ul style="list-style-type: none"> Unified Simple Structured Efficient Complete
Channel Specific Data	Global/Regional Data	
Digital Assets		
Safety Info	Packaging Info	
Marketing Info	Relationships	
Parts Information	Fitment	

02 Compliance with Industry Standards

Business Impact: Difficulty staying compliant with evolving regulations and standards

Solution

- Unified part and fitment data model incorporating standards and reference data
- Governance and processes to ensure compliance
- Change management process to handle continuous changes

03 Syndication & Catalog Management

Business Impact: Lack of efficiency managing and syndicating catalogs across various channels

Solution

Unified Model	Governance	Syndication
<ul style="list-style-type: none"> Model additional attributes/data associated to the channel 	<ul style="list-style-type: none"> Channel specific catalogs Rules and requirements mapped to each channel 	<ul style="list-style-type: none"> Transform to channel specific file formats Meet channel data transfer requirements

Automotive Aftermarket Enterprise PIM Solution

DRIVE

Introducing DRIVE, Credencys' pioneering solution tailored for the automotive aftermarket industry. Powered by Syndigo, DRIVE revolutionizes Product Information Management, seamlessly integrating data from diverse sources while ensuring compliance with industry standards like ACES and PIES. Businesses in this landscape can elevate their product data, expand their reach, and navigate complex aftermarket data management challenges effortlessly with DRIVE.

Key Benefits of DRIVE

- Faster Value Realization
- 100% Compliance
- Flexible and Scalability
- Unified Data Management
- Enhanced Customer Experience

Want to know how can DRIVE offer a comprehensive and unified approach to solve automotive aftermarket challenges?

[Talk to a PIM Expert](#)