Technology with Vision

# 8th CLEPA Aftermarket Conference

## Challenges in the IAM - End-to-end workshop perspective and the need for cooperation

Brussels, March 30th, 2017

HF-7761EN_C (2014-07)

HELLA
THE
WORKSHOP'S
FRIEND

# Data access: the basis for a competitive independent aftermarket

Incident or due inspection

Booking

Workshop visit

Problem detection

Parts identification

Parts ordering

Parts delivery

Repair or service

**Challenge:**
Ensure **safe and secure access** to car data allowing **competition and innovation** across different players

# Our belief: Data access is only one of many questions…

Incident or due inspection

Booking

Workshop visit

Problem detection

Parts identification

Parts ordering

Parts delivery

Repair or service

- How and by whom is the repair data being processed?
- How do we enable a smooth booking experience?
- How and when do we identify the right parts required?
- Which interfaces do we need between players?
- …

…and all of them need to be solved to **deliver a seamless, integrated, and more efficient** service to the customers

# HELLA runs business along the value chain

Incident or due inspection

Booking

Workshop visit

Problem detection

Parts identification

Parts ordering

Parts delivery

Repair or service

**Web portals**

Workshops

**Data providers**

**Diagnostic providers**

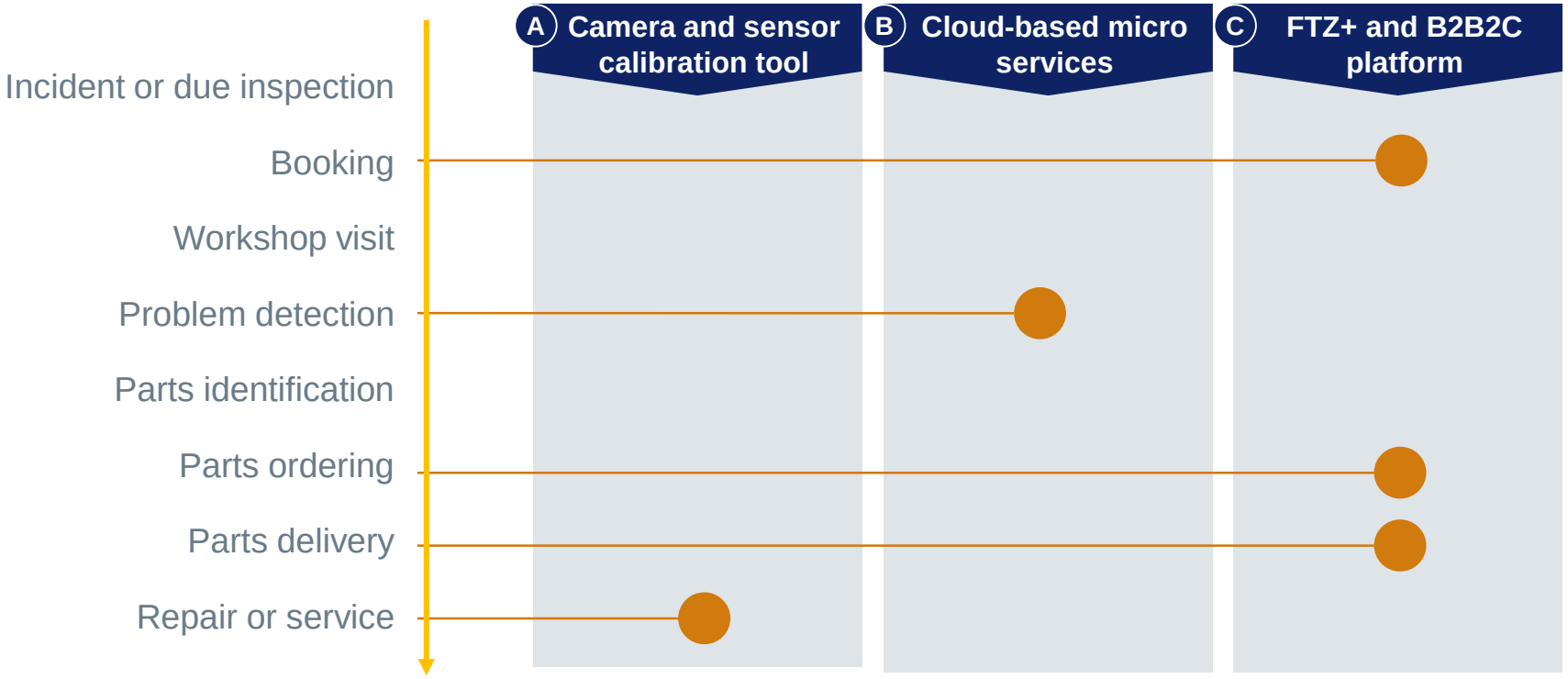
**Parts manufacturers**

**Wholesalers**

Retailers

Intermediaries

# We run or have initiated elements of an end-to-end service offer



# Smart solutions for independent workshops following megatrends

## A HELLA Gutmann camera and sensor calibration tool

**Smart and cost efficient** solution enabling independent workshops to conduct **complex repair and maintenance activities**

# Microservice ecosystem to solve diagnostics problems

## B Cloud-based micro services

**Existing business model**

HELLA

Diagnostic Know How

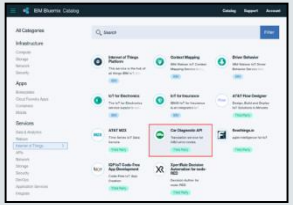
HELLA GUTMANN SOLUTIONS

**Cloud platform**

Cloud Platform Provider

API

IBM Bluemix



**Enable new applications**

New Partners

Booking Platforms

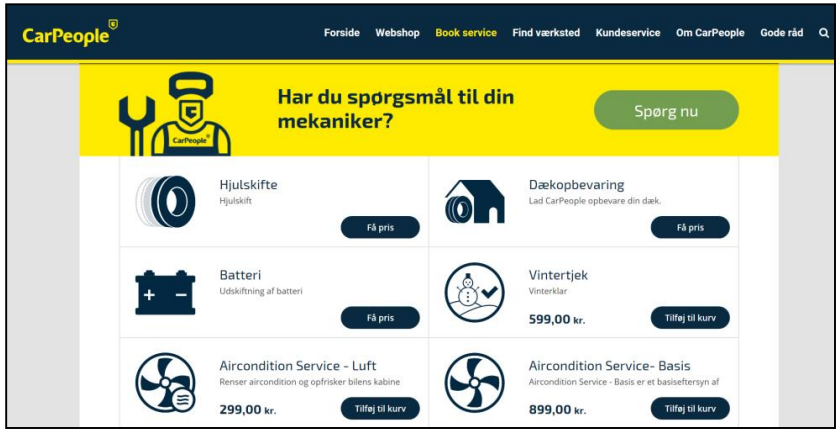
Automotive Startups

etc.

VIMCAR

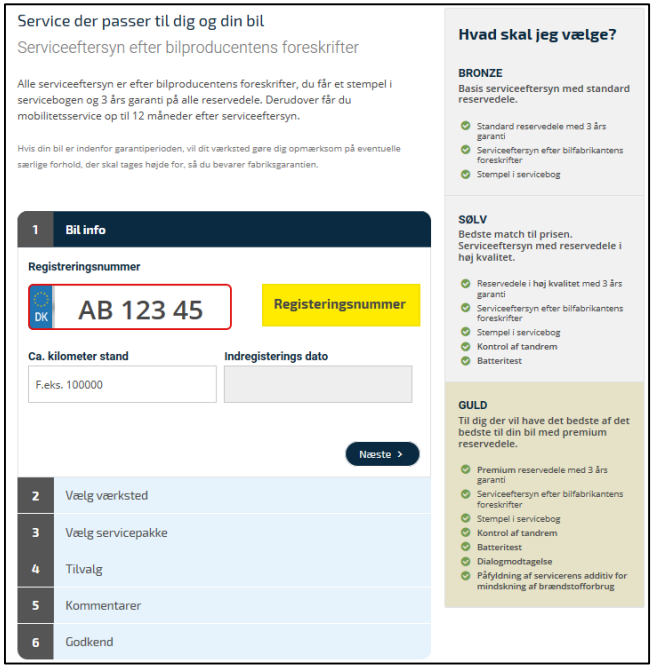
# B2B2C platform offering value add to end customers and workshops

## FTZ+ and B2B2C service platform



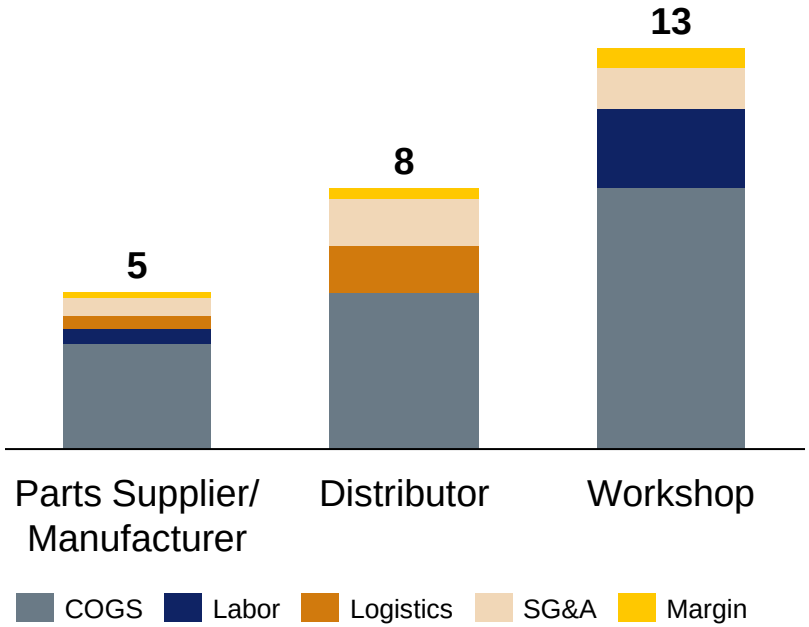

Garage concept **CarPeople:**

- Booking service
- Automated quote creation
- Click & collect

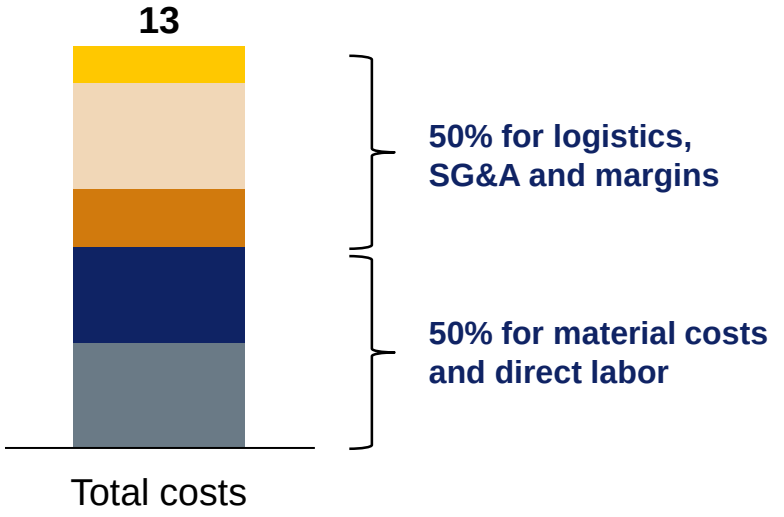


# Technology will help to improve value chain efficiency…

**Total costs for repair/maintenance in car lifecycle**
(in k€)



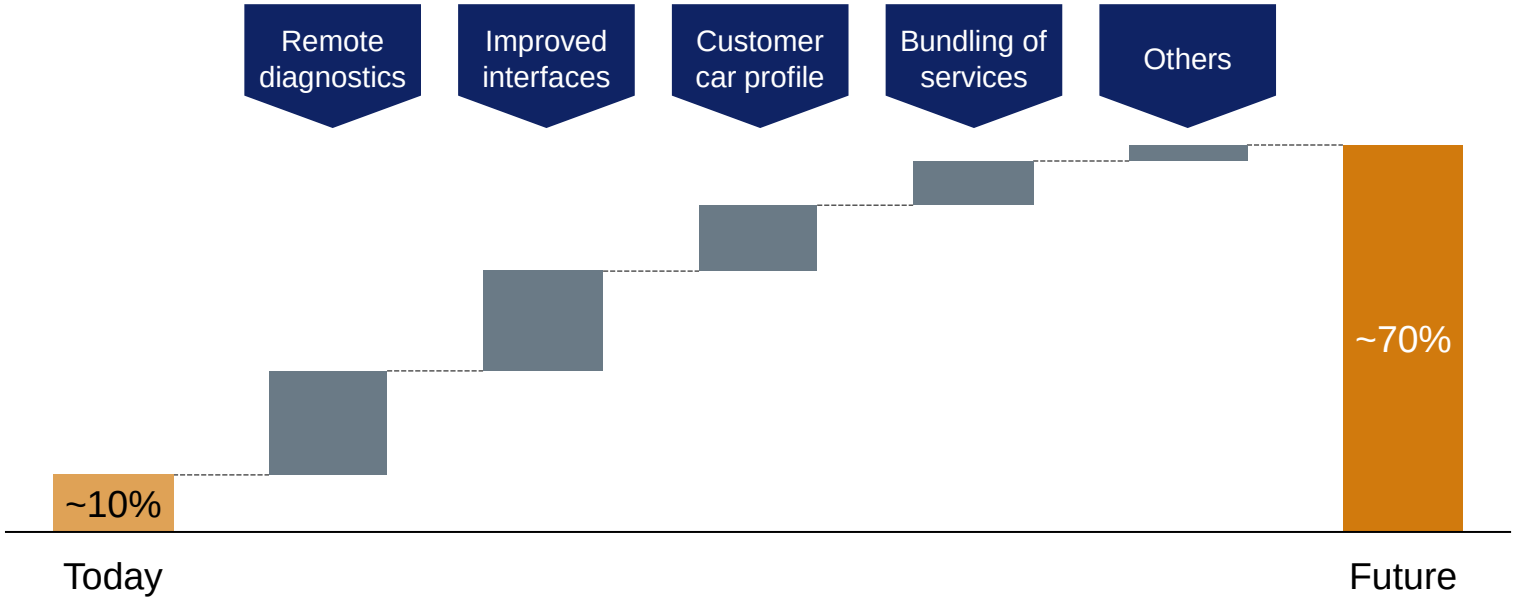

**Total costs by cost type**
(in €k)




Source: HELLA internal analysis

# ... and will allow workshops to order considerable share of parts with lead time >24h

**Amount of stock parts and parts ordered with leadtime >24h**
(in % of total parts)




Source: HELLA internal analysis

# We need to collaborate!

Incident or due inspection

Booking

Workshop visit

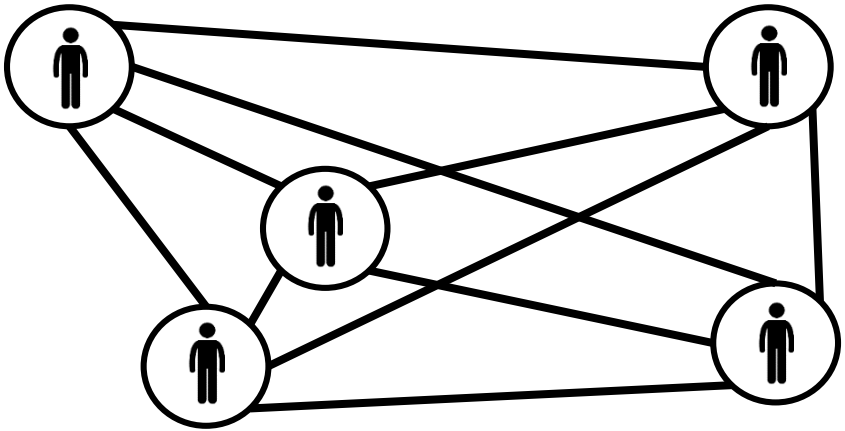
Problem detection

Parts identification

Parts ordering

Parts delivery

Repair or service



# THANK YOU FOR LISTENING.

THE WORKSHOP'S FRIEND