



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



HELLA



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...

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❓ 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

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Web portals



Workshops

Data providers



Diagnostic providers

Parts manufacturers



Wholesalers

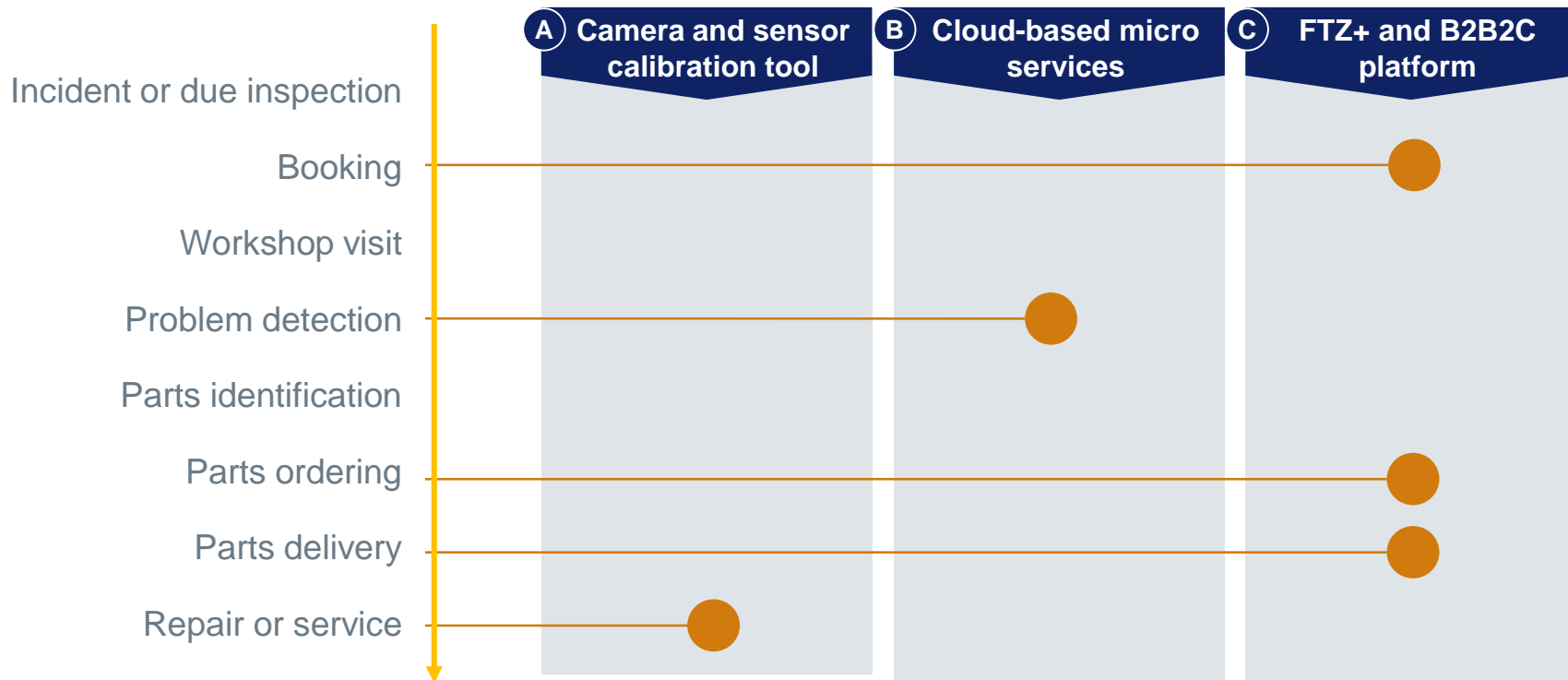
Retailers



Hellanor

Intermediaries

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



Smart solutions for independent workshops following megatrends

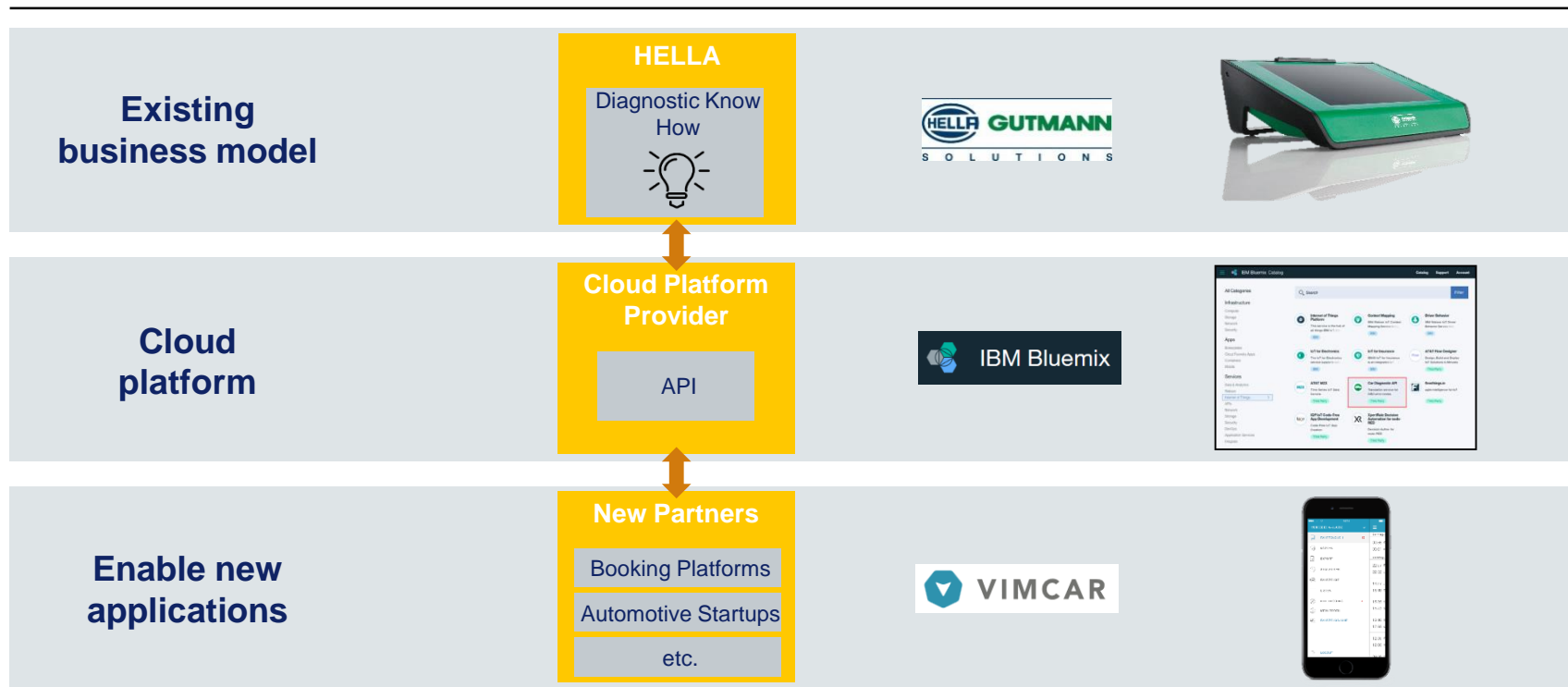
A HELLA Gutmann camera and sensor calibration tool



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

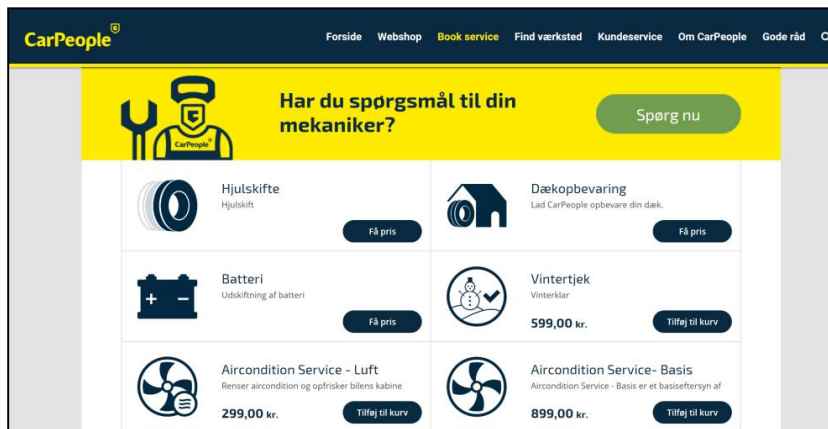
Microservice ecosystem to solve diagnostics problems

B Cloud-based micro services



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

Service der passer til dig og din bil

Serviceeftersyn efter bilproducentens foreskrifter

Alle serviceeftersyn er efter bilproducentens foreskrifter, du får et stempel i servicebogen og 3 års garanti på alle reservedele. Derudover får du mobiltesservice op til 12 måneder efter serviceeftersyn.

Hvis din bil er indenfor garantiperioden, vil dit værksted gøre dig opmærksom på eventuelle særlige forhold, der skal tages højde for, så du bevarer fabrikkgarantien.

Hvad skal jeg vælge?

BRONZE
Basis serviceeftersyn med standard reservedele.

- ✓ Standard reservedele med 3 års garanti
- ✓ Serviceeftersyn efter bilfabrikantens foreskrifter
- ✓ Stempel i servicebog

SØLV
Bedste match til prisen. Serviceeftersyn med reservedele i høj kvalitet.

- ✓ Reservedele i høj kvalitet med 3 års garanti
- ✓ Serviceeftersyn efter bilfabrikantens foreskrifter
- ✓ Stempel i servicebog
- ✓ Kontrol af tandrem
- ✓ Batteritest

GULD
Til dig der vil have det bedste af det bedste til din bil med premium reservedele.

- ✓ Premium reservedele med 3 års garanti
- ✓ Serviceeftersyn efter bilfabrikantens foreskrifter
- ✓ Stempel i servicebog
- ✓ Kontrol af tandrem
- ✓ Batteritest
- ✓ Dialogmodtagelse
- ✓ Påfyldning af serviceens additiv for mindsning af brændstofforbrug

1 Bil info

Registreringsnummer

DK AB 123 45 Registreringsnummer

Ca. kilometer stand Indregistrerings dato

F.eks. 100000

Næste >

2 Vælg værksted

3 Vælg servicepakke

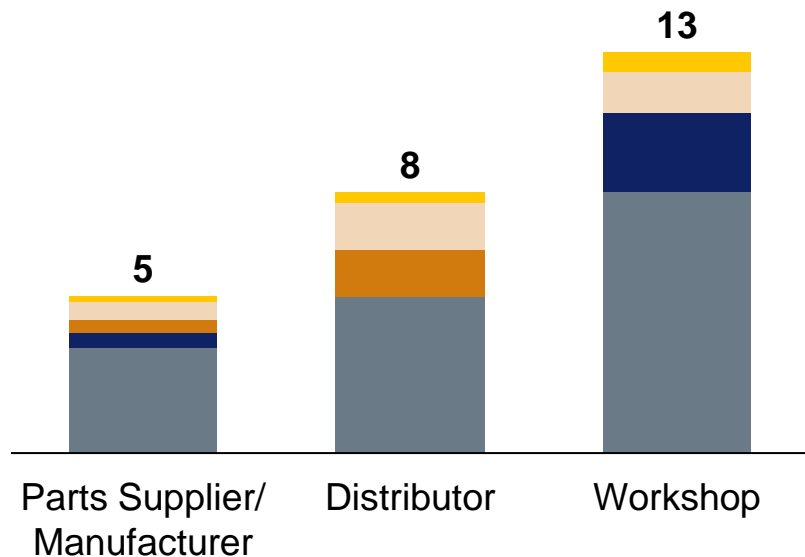
4 Tilvalg

5 Kommentarer

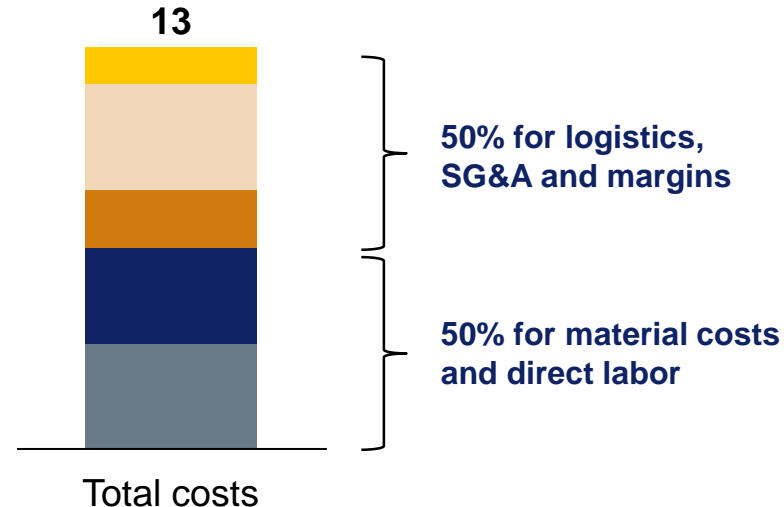
6 Godkend

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)

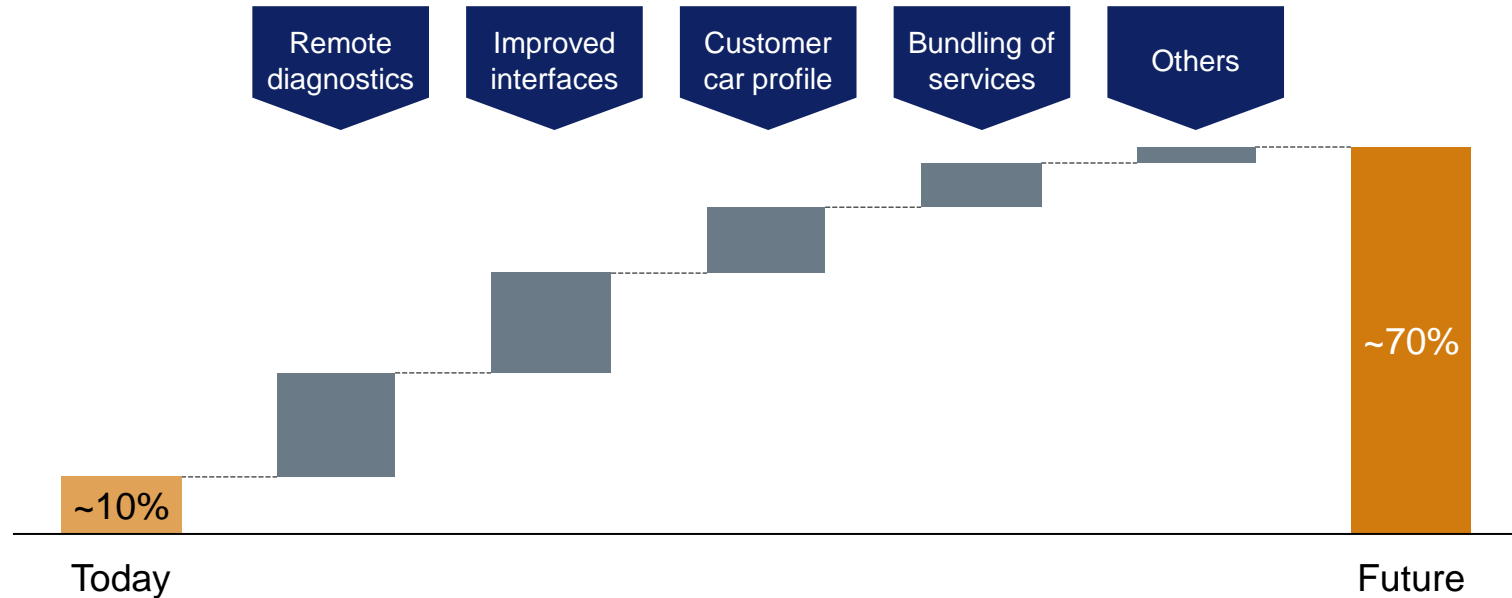


COGS Labor Logistics SG&A Margin

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!

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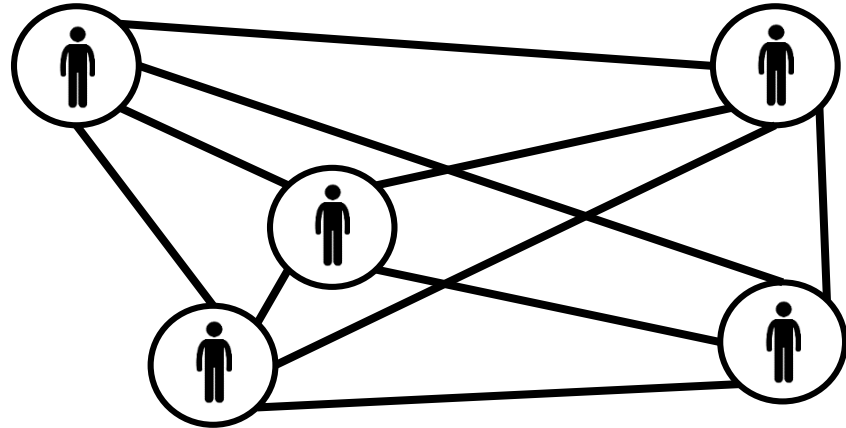
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3

THANK YOU FOR LISTENING.

