



DataHub

Data integration service overview



Unlock the true value of dealership data

Our DataHub service leverages the data held in dealer management systems, increasing sales for both the dealer and the manufacturer. We help raise customer satisfaction and provide businesses with new insight with which to plan more effectively for the future.

The challenge

For sales and profitability to grow, information must flow efficiently between manufacturers and their dealer network.

Your network might consist of multiple dealer management systems (DMS) across hundreds of dealers in a number of countries. You might require different data sets for a range of in-house teams or external partners. You may need daily summaries with rules applied to the data to provide greater insight. You expect data that is checked and error-free. And what about data security, development risk, on-going collection and management of changes, updates and support?

To help overcome these challenges, we developed DataHub.



Honda has been seeking to achieve dealer network integration for the last ten years. With the help of ETL Solutions, this has finally been achieved. Considering the success, Honda is now planning to extend this approach to the European dealers.

Michael Doyle, Honda UK



ETL Solutions are an essential component in our overall offer and bring an industry leading technology platform that allows SBS to focus on our business improvement goals without worrying about the mechanics of getting the data.

Sid Murrey, Snap-on Business Solutions



The solution

DataHub is a complete service leveraging our in-house software, expertise in automotive data integration and dedicated service delivery team. Combined, these elements deliver lower cost and risk, while increasing control and transparency.

Our automotive consultants work with you to tailor DataHub's baseline implementation. The result is a bespoke service integrating the exact data you need in the format that you require. Once implemented, we manage the service on a daily basis, ensuring we deliver to agreed service levels. This minimises the impact on your staff and resources.



For the dealer

- More efficient relationship with the manufacturer
- Improved customer service
- More efficient parts forecasting.



For the manufacturer

- Lower DMS integration costs
- Supply chain efficiencies
- Improved just-in-time parts delivery
- Better customer experience.

An efficient combination of proven software and automotive expertise

Flexible software

A key component of the DataHub service is our proprietary Transformation Manager software. The software deploys and manages the extraction of the specified data feeds from dealer management systems. Using this core software enables our consultants to create a bespoke solution for each client, without having to build from scratch. This reduces cost, time and project risk.

A tailored service by experts in automotive data integration

Our automotive consultants have a dual role: accurately collecting dealer data; and providing maximum benefit from this data by improving the accuracy and visibility of the information.

Between them, our consultants have decades of experience in automotive data management. They manage the DataHub service for clients on a daily basis, delivering to agreed service levels. Our consultants' project management expertise minimises the impact of DataHub's deployment on your business.



Comprehensive data outputs

Our clients enjoy an up-to-date and accurate view across sales and parts invoices, parts inventory balances, new and used car sales, service bookings and more.

We have implemented a very wide range of dealer management systems for our clients and obtain comprehensive data including:

- Servicing and repairs
- New and used car sales
- Parts sales and inventory
- Showroom enquiries
- Customer bookings
- Vehicles in stock.

Once the data reaches our data centre, data processing rules are applied to ensure accuracy. This includes checks on:

- VIN validation
- Postcode validation
- Locate name, title, first name, surname components
- Invoice type e.g. retail, internal or warranty
- Simple email validation
- Customer type e.g. private owner or driver of a company car
- Type of work, based on job code or text matching job description e.g. routine service, repair, bodywork, MOT, purchase etc.
- Third party lookups.



Integrating dealer networks can be challenging since the dealer systems used often vary widely. ETL Solutions have been able to streamline this process, which is why we chose them as our European data extraction partner.

Peter M. Leger, MSXi



The cleansed and consolidated data is then sent securely to the client.

Benefits of the DataHub service

Clients such as Honda, Jaguar Land Rover and Snap-on Business Solutions use DataHub to gain an accurate, unified view of their data.

Negligible IT expertise required

No dedicated IT staff are needed and no training is required. The service components are downloaded through a web browser with easy-to-follow instructions. Updates and any issues are managed by our consultants.

Minimal disruption

The service is designed, implemented and delivered by us. Clients gain comprehensive reporting and transparency, with minimal internal overhead or operational impact.

Secure and error-free

Data is protected by 2048 bit encryption before it is transmitted to the data centre. Processing rules are applied to ensure data quality and the formation of a single source of data, providing accurate and valid output.

Format flexibility

DataHub converts disparate data into a single data feed. This feed can be in a range of formats such as flat files, CSV and Excel, or XML formats such as the Standards for Technology in Automotive Retail.

Complete support by expert consultants

We provide full support in all aspects of the deployment and use of DataHub. Support is provided by automotive specialists who constantly use the software themselves.

////////////////////////////////////

Contact

To find out more about DataHub, contact Karl Glenn, Business Development Director:

kg@etlsolutions.com

+44 (0)1248 675 070 +44 (0)7736 404 080

 karlglenn