



# DataHub

DMS data,  
Your way

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# Unlock the true value of your dealership data

For sales and profitability to grow, data must flow efficiently between manufacturers and their dealers.

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 management of changes, updates and support?

To help overcome these challenges, we developed DataHub.

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 frees your staff and resources from the minutiae of data collection.

## What our clients say

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

Michael Doyle, Honda UK

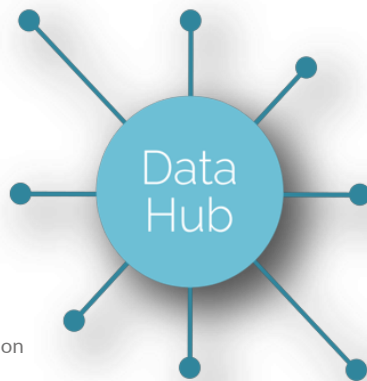
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# An efficient combination of proven software and automotive expertise

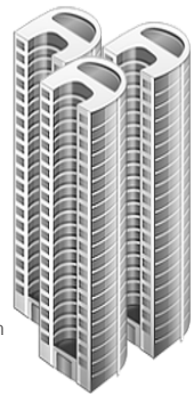
Data is collected from dealerships over the internet



Data is managed according to your specifications



Data is transmitted to you or your service provider



Bi-directional option



Bi-directional option

## 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 global 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.

## Flexible software to provide the data you need, accurately

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.

# Ultimate flexibility

We can design a DataHub system that's exactly right for your project. There are multiple options while your data is consolidated. And you can choose the delivery method that fits your requirements exactly, including these cloud options:



## Frequency options

You decide delivery frequency for your data, which can range from every few minutes to once a day or beyond

## Added-value options

Data management options include cleansing, de-duplication, enrichment, analytics, and more

## Delivery options

Have your data delivered to the cloud, your CRM, your database, as a flat file or via a dashboard,

Just some of the data that DataHub is collecting for our clients, right now...

- Accessories sales
- Customer contact details
- Customer financial statements
- MOTs carried out
- Parts inventory
- Parts sales
- Repairs made
- Service appointments made
- Test drives conducted
- Vehicle inventory
- Vehicle sales
- VINs

...Using combinations of these options to suit each project's requirements

- Bi-directional flows
- Cleansing
- De-duplication
- Geocoding
- Master data management
- Reporting
- VIN validation

# Steering your business from data to decisions

No matter how large your dataset, we help you work smarter by combining your data with additional, bespoke modules to analyse the information.

Once your data has been consolidated by DataHub, our data analytics options ensure that the data reaches its full potential.

Use our bespoke options to interpret and visualise data in a way that will help you to deliver value to your organisation.



## KPI Analyser

Improve business performance with our customised KPI Analyser module. Identify and rectify critical performance issues and increase efficiencies via our easy-to-use interface.

## Quality Checker

How well do your dealers gather and process their data? Our lightweight Quality Checker helps you improve your data by providing a clear picture of its quality.

## Data Visualiser

Our Data Visualiser puts you in control of your data from the start. The module contains a dashboard that presents your data as actionable graphics, which can then be shared throughout your organisation.

## Stock Analyser

Maximise profitability by balancing inventory levels using our Stock Analyser. Reduce the financial drain of unwanted inventory and minimise out-of-stocks by using the dashboard to assess stock levels across the organisation or by individual locations.

## Predictive Analytics

Our data analytics services all have add-on, predictive options to help your organisation forecast events accurately. These modules reduce service or stock unavailability and run your assets at optimum performance.

# DataHub's benefits

## Create maximum value from the dealers in your network

Taking control of your networks can be time-consuming, costly and fraught with risk. Instead, our DataHub service can deliver your data fast and accurately, no matter how your network is structured or how many DMS you have. We guarantee consistent data in the format you need.

## Use a proven system

DataHub has the technology to connect with any DMS. Right now, we're connecting diverse data for auto manufacturers and their suppliers. Their data is gathered in a single place, fast and accurately.

## Get your data in exactly the format that suits you

Choose the options within DataHub that are right for you. Data decoding, data enrichment, reporting and cleansing are options as your data is consolidated. And choose the delivery method that fits your requirements exactly, from dashboards to databases and more.

## Focus on your business while we run your data

Our consultants implement and manage the DataHub process from start to finish. Our software is easily deployed and the on-going process is managed for you by one of our automotive experts.



# Make these things happen, efficiently



## CRM projects

Have your DMS data delivered seamlessly into your Customer Relationship Management software.

## Customer feedback programmes

Ensure the right data is in place to support your feedback programmes, in-house or in conjunction with your marketing suppliers.

## Added-value sales

Identify opportunities for additional sales with clear, up-to-date information on customers and their purchasing behaviour.

## Parts replenishment

Get inventory levels right for maximum profitability and optimum service.

## Customer loyalty programmes

Maximise the value of every customer with a focused loyalty programme, backed by accurate and timely customer data.

## Customer database analysis

Access any or all customer, vehicle and dealer metrics, from action taken by showroom leads to the profitability of your best customers, as soon as you need them.

DataHub | DMS data, your way

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Any questions?

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