

AutoBytes



Technology Council



AutoBytes© is the electronic newsletter for members of the MEMA Technology Council.

February 2011

Events

MTC Spring Meeting

March 31
Rosemont, Illinois

MTC Fall Conference

October 16-18
Marco Island, Florida

AASA Executive Breakfast

November 1
Las Vegas

AAPEX

November 1-3
Las Vegas

Board

Jim Schwinn, chairman
Schaeffler Group

Fred Dingraudo
Affinia Group

Susan Ulrey
Tenneco

Lisa Henkel
Gates

Ray Nicholas
Standard Motor Product

Staff

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MTC Spring Meeting

Manufacturer-Only Collaboration

The 2011 MTC Spring Meeting will be held March 31 at the Hyatt Regency O'Hare in Rosemont, Illinois, the day after AASA's annual Vision Conference.

The two areas of focus for the meeting will be OptiCat and Low-Cost EDI. The Spring Meeting is the best opportunity in the aftermarket for suppliers to discuss best practices, new solutions and alternate strategies among peers.

There is no cost for one person from each member company to attend. Additional employees and non-member manufacturers will pay \$100 for the day-long event, which will include lunch. Registration for the event and hotel room reservations are available by going to the Council's Website, www.mematechnology.org, and going to the Events section.

The meeting will start at 8:30 a.m. and conclude around 3:30 p.m.

Register Today!

www.mematechnology.org

New Web Site

MEMA recently underwent a similar (but on a much smaller scale) platform conversion to what many MTC members undertake from time to time. The entire MEMA organization and all groups moved to a new AMS (association management software) for CRM, data management and financial reporting. Along with the primary software conversion to Personify, new CMS and e-communications platforms were implemented.

The conversion included all council Web sites, therefore the MTC now has a new look and feel. It can be accessed by the same URL, www.mematechnology.org, or through the AASA Web site, www.aftermarketsuppliers.org. All sites and pages include a higher level of interactivity, more content and flexibility. For example, it will be much easier to post documents that are exclusive for MTC members.

Data and functionality migration issues are being addressed, so please be patient as the entire system, which was launched a week ago, is being debugged. Also, please visit the many areas of AASA's Web site and communicate any suggestions on ways the site can be improved to provide member value.



OptiCat Update

MTC Assumes Role

OptiCat has made significant progress over the past two months. It is gaining in industry awareness and is continuing to sign up suppliers. The OptiCat Customer Advisory Committee (OCAC) has met twice recently and is providing input and direction.

- 32 suppliers have signed up and are preparing data for production.
- OnBoard for suppliers and OnDemand for receivers have been completed and will be rolled out this quarter.
- OnLine for Web users is almost complete and will be rolled out third quarter.
- Production data is being delivered through OptiCat to Federated members.
- Testing of Legacy, ACES & PIES data began in January.
- Production testing is underway with MAM Software, MindQuest and Uni-Select.
- Two data users (companies that prepare data for suppliers to deliver to OptiCat or help receivers integrate data) have signed up, and others are in the process of testing.
- Six TeamDIO members have signed up to work with suppliers and OptiCat to help prepare data for delivery to customers through OptiCat. These include Autology, AutoNetTV, Illumaware, JNPSoft, OmniTek and Solenium.
- The OCAC includes representatives from AAP, ASA, Advance Auto Parts, Bridgestone/Firestone, Federated, National Pronto, O'Reilly Auto Parts, SAE Warehouse and Uni-Select.
- The OptiCat Report Card, which will provide a clear view of the shape of a supplier's data, will be launched second quarter.
- The MTC board of governors will participate in a live demonstration of OptiCat's software technology in handling production data. The board will provide input as representatives of the MTC and the supplier community.

MTC members are encouraged to contact OptiCat to learn about its capabilities.

Contact: Brvan Thueson. Vice President of Operations. OptiCat.



MTC Spring Meeting March 31 Rosemont, Ill.

Registration

- Accessed via the MTC Web site and clicking on Spring Meeting
- Manufacturer members only
- One person from each member company is free.
- Second person pays \$100

Hotel Reservation

- Hyatt Regency O'Hare
- Event room rate is \$159
- Online reservations through MTC Web site

Topics

- Low-cost EDI
- OptiCat
- Council Initiatives
- Much More

Affinia Group Recognized

MTC Member Recognized for IT Innovations

InformationWeek Brazil annually publishes a list of "The 100 Most Innovative Companies in the use of IT," and Affinia was ranked first among automotive companies. The magazine considers the degree of maturity of information management processes.

Affinia also ranked 13th overall out of 261 companies.

Congratulations Affinia!



AASA VisCon 2011

AASA will host its fourth annual member-only Vision Conference (VisCon) March 29-30 at the Hyatt Regency O'Hare in Rosemont, Ill. The program content has been called the most substantive ever.

Following are some VisCon program highlights:

- Panel discussions focused on the findings from the recent landmark study by AASA and Booz & Co. – Aftermarket 2020
- Customer Keynote – John Washbush from The Alliance
- eTailing Panel – How manufacturers can best position their products
- OptiCat Update by Jay Burkhart, Federal-Mogul
- Know Your Parts Update by Terry McCormack, Affinia Group
- Business/Economic/Government Update by Jay Timmons, new President & CEO of the National Association of Manufacturers (NAM)
- Panel of repair shop owners
- Networking receptions, breaks and luncheon

The conference concludes the evening before the MTC Spring Meeting, so it is very easy to attend both. Event registration and hotel reservation information can be found at the event Web site.

www.aasavision.org

MTC Activities

OptiCat – MEMA/AASA is part owner of the industry data cooperative that enables suppliers to deliver data in a single format to a single destination, protect data IP and access the industry's most comprehensive vehicle tables.

Customer E-commerce Matrix – This simple-to-use tool was developed to help suppliers more easily identify the technologies and data formats their top customers require. The Matrix is hosted and maintained by Pricedex Software.

Online Member Profile – This virtual "Birds of a Feather" enables MTC members to find other members who utilize similar software, hardware and applications.

eCommerce Directory – This simple directory provides a picture of the initiatives by customers and 3rd party providers in the areas of EDI, special ordering and eCommerce.

Members

The following companies are members of the MEMA Technology Council:

Regular (manufacturers)

ADVICS North America
Affinia Group
Akebono Brake
American Grease Stick (AGS)
Beck/Arnley
CARDONE Industries
Bendix Commercial Vehicle Systems
Cloyes Gear & Products
Delphi Products & Service Solutions
Dorman Products
East Penn Manufacturing
Exide Technologies
Gates
Honeywell Consumer Products
KYB America
Luk Automotive
Mahle Industries
Mark IV / Dayco
NGK Spark Plugs
Peterson Manufacturing
Robert Bosch
SKF
Snap-on Tools
Standard Motor Products
Tendeco

Tenneco
Timken
USA Industries
Vista-Pro
Walker Products

Affiliate (solution providers)

Activant Solutions
ANXeBusiness Corp.
Axway
Corcentric
Edgenet
Illumaware
JNPSoft
Pricedex Software
R.L. Polk
ShowMeTheParts
Solenium Group
TecCom

