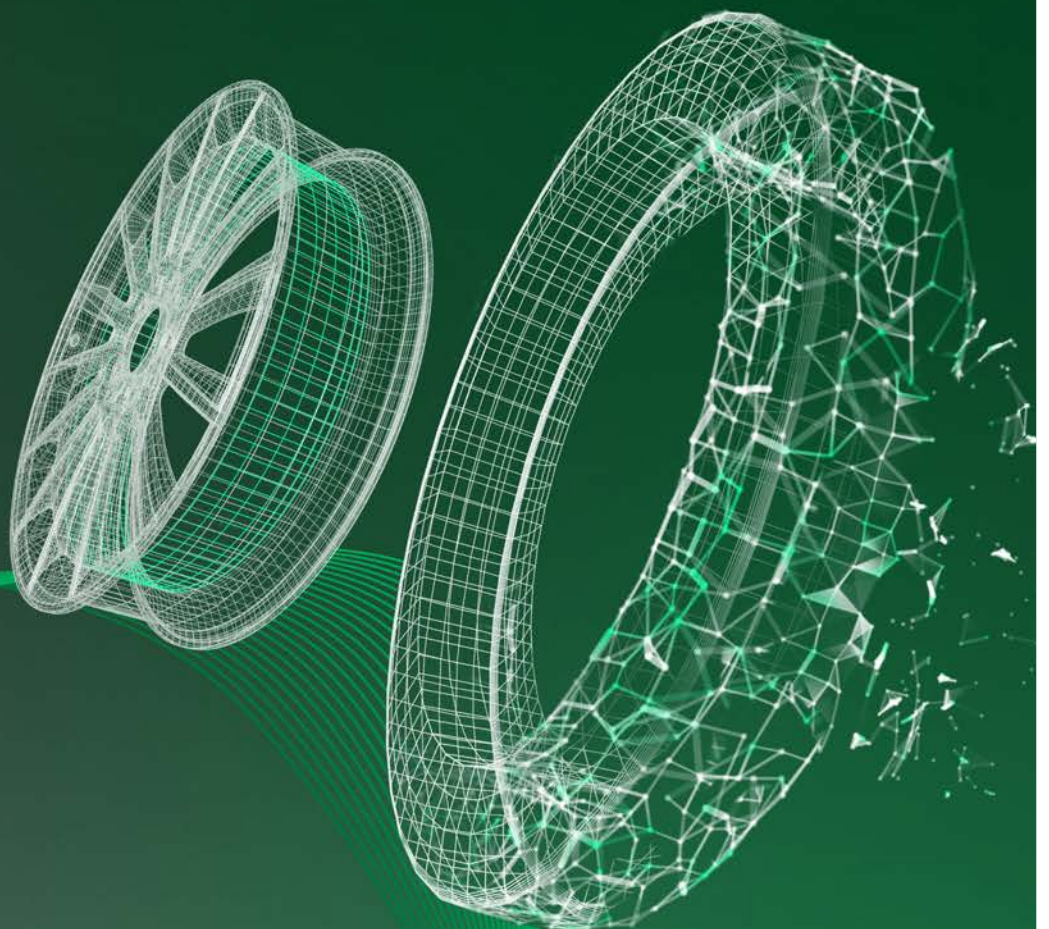
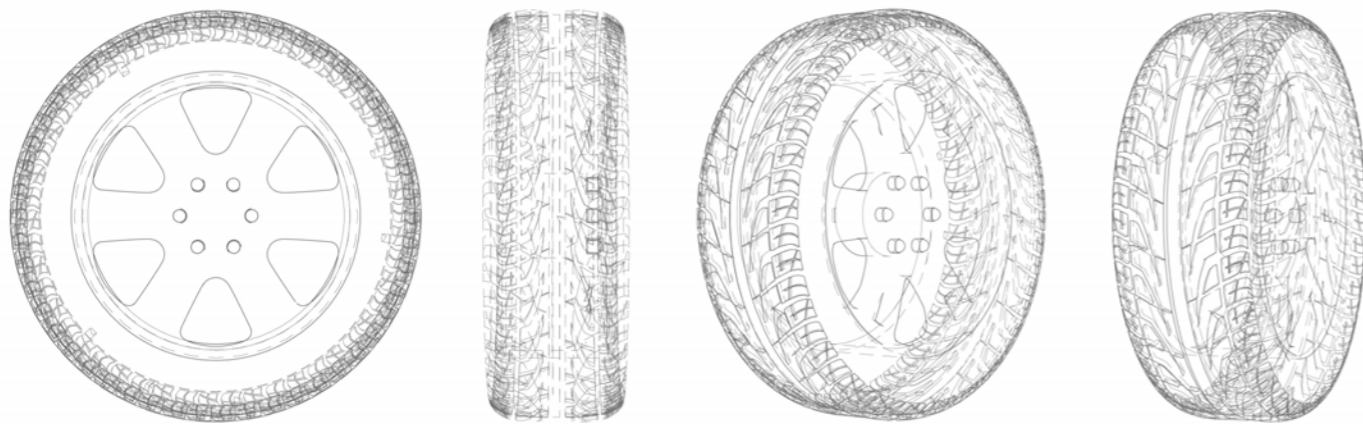


8 KEYS TO SUCCESS

For the digital tyre & rim business
with a wheel configurator





Digital configurator for higher sales rates and lower consulting costs.



DIGITAL TYRE & RIM CONFIGURATOR

Gain a competitive edge and go digital with online offers.

The transformation in the European motor vehicle aftermarket also poses great challenges to the tyre business: Whether it is due to digitalisation, new business models, or new players such as insurance agencies or motoring organisations. Tyre retailers and manufacturers now need to prepare themselves for upcoming developments. In this regard, the Federal Association of Tyre Dealers and the Vulcanisation Trade (Bundesverband Reifenhandel und Vulkaniseur-Handwerk; BRV e.V.) recommends making use of new media and strengthening customer loyalty with online offers.*

As a matter of fact, wheels are currently very popular online: In particular, tyres, rims and wheels are purchased via online portals.** Selling the matching rim for each tyre increases sales rates and achieves higher margins. For a successful online business with tyres and rims, retailers require wheel configurators in order to present the complex matching logic. The configuration process is represented digitally.

Wheel configurators reduce consultation costs and shorten the search process for end customers. They pick their vehicle, select the desired combination of rims and tyres, and place their order.

With a future-oriented commerce platform, you will be able to set up your very own competitive online shops in B2C and B2B environments. An integrated **tyre and rim configurator** digitalises the order process for wheels. This means that tyre retailers and manufacturers will also be equipped to deal with future competition.

Shorter, digital consultation process

Higher sales rates and margins

Simple, digital tyre & rim configuration

* Source: kfz-betrieb: „Reifenhändler auf dem Weg zur freien Werkstatt“, 09/06/17

** Source: Study by puls Marktforschung GmbH: „Auto und Autokauf der Zukunft“, June 2018



2

Assemble wheels in detail online or at the POS.

A WIDE RANGE OF APPLICATION SCENARIOS

Seamlessly embed the configurator into workflows.

The aim of integrating a wheel configurator is to achieve less complexity and therefore more sales. For seamless integration, it can be embedded in a highly flexible manner into any digital trading platform and into already existing processes.

Hence, tyre and rim vendors require a configurator component with flexible customisation options. The wheel configurator must be embedded into existing workflows and at the same time be suitable for every new requirement and shop environment. Possible application scenarios include B2C online shops, B2B tyre portals, marketplaces, or points of sale in car dealerships, workshops, and stores.

The wheel selection itself is realised digitally with great attention to detail and including all refined technical details on the vehicle. The formula for this is: Rim and tyre selection visualised on the vehicle+TPMS selection = purchase of a complete package (e.g. online). Special requirements such as General Operating Permit (ABE) documents and tyre tests are also handled online. And all with the familiar look of the retailer.

The crowning glory of a successful customer journey is the complete package consisting of the order and subsequent arrangement of an appointment in the desired workshop or store. End customers support the combination: Almost 75 percent of online tyre purchasers have newly acquired wheels installed in a workshop.* With a tyre and rim configurator on a commerce platform, tyre and rim vendors or stores and workshops provide unique purchase experiences.

Flexible integration options

A wide range of application scenarios

Services in workshops and stores are also offered

* Source: KANTAR TNS press release: "Die Online-Nachfrage nach Autoteilen steigt", 28/02/18



3

SPEED

Ready-made solution for rapid results.

End customers expect short loading times and quick search results, regardless of how large the selection of tyres and rims may be. What they value about wheel configurators is the enormous amount of time saved during a search. Hence, to achieve the objective, speed counts. That's because if the page with images and vehicle categories takes too long to load, users will cancel the order process prematurely.

An advanced tyre and rim configurator shows its users the thousands of millions of possible combination variants of tyres and rims within seconds. Despite highly complex data matching for the innumerable data sets, the page loads in the blink of an eye.

Thanks to the reliable Java Enterprise Technology at its core, the complexity in the background is entirely invisible on the shop front end. The configurator processes large quantities of data from various sources and features not only high availability but also load distribution and short, rapid reaction times. Ensuring this are data interfaces which merge with the process infrastructure of the company software.

Retailers also save time, because when a wheel configurator already exists as a ready-made solution, it can immediately be integrated at different expansion levels. For example, only the rim or rim & tyre can be displayed, or the purchase function can be omitted in a POS sales consultation system. This allows you to quickly start with a solution that meets your specifications. Hence, you benefit from a manage-able project duration and rapid integration into B2C shops, B2B tyre portals, marketplaces, or directly at the point of sale.

Short loading times and optimised load balancing

Rapid, variable integration into existing platforms

High availability, quick reaction time



4

EXCELLENT VISUALISATION

Individual, flexible positioning in the front end.

A professional wheel configurator is tailored to the requirements of the retailer – and not the other way around. This also applies to the visual presentation of the tyre and rim configurator, for example in the online shop. A uniform look in your familiar vendor design is essential in order to underline the trustworthiness of your offering.

This is where the wheat is quickly separated from the chaff of wheel configurator solutions. This is because in most cases they turn out to be rigid and inflexible when it comes to integration and adaptation. Tailor-made and variable adaptation possibilities in accordance with the vendor's wishes are hence not an option.

A **wheel configurator** with an open API and a reliable commerce platform as a foundation, on the other hand, opens up individualised integration options for a seamless, standardised visualisation in the front end. Operators of shops, platforms, or apps can integrate the

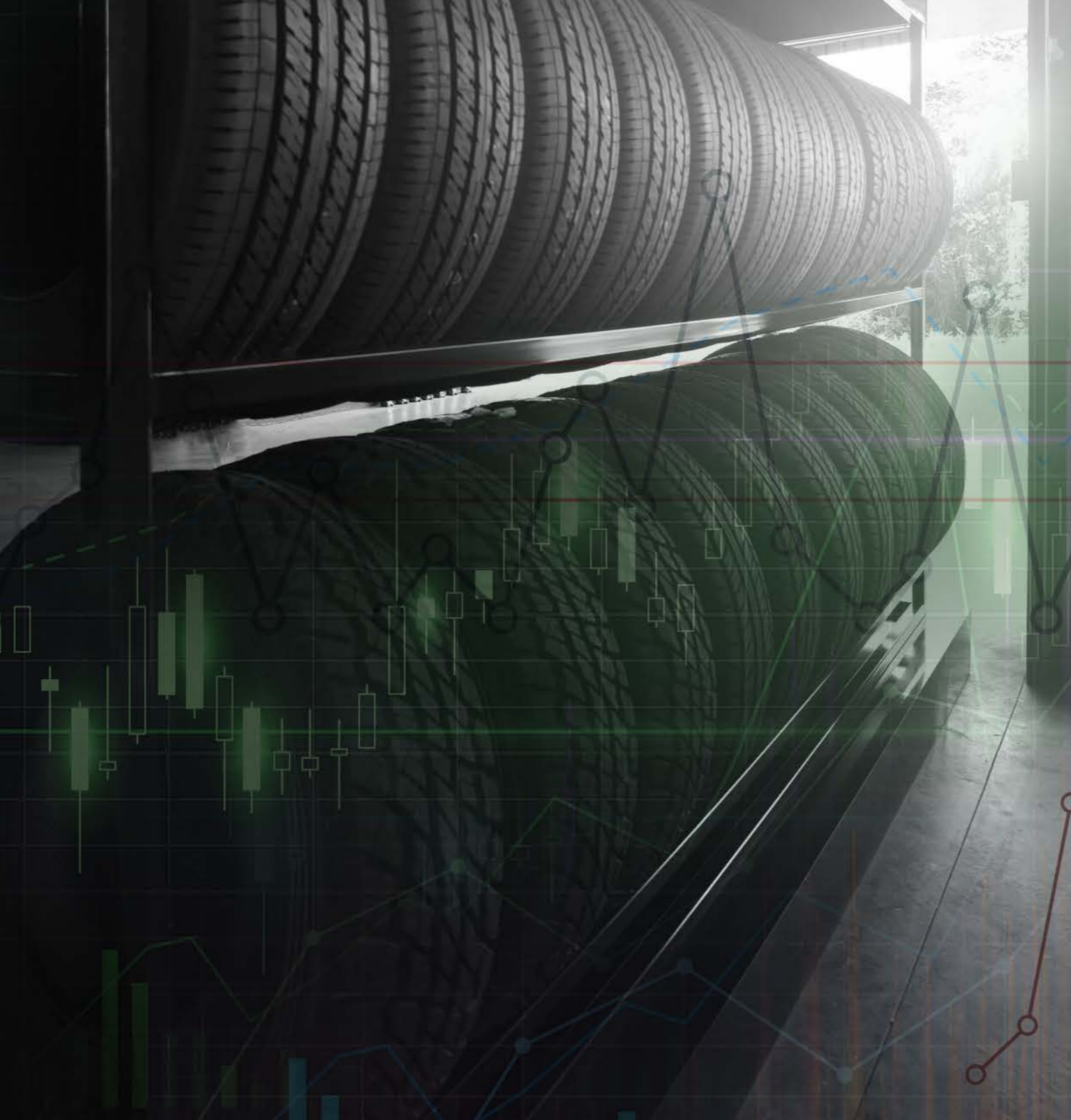
wheel configurator and position its elements individually in the front end. This allows individual elements to be shown or hidden, e.g. the selection of the tyre models. The shop itself can also offer appropriate additional items or product recommendations in the shopping cart in the last step.

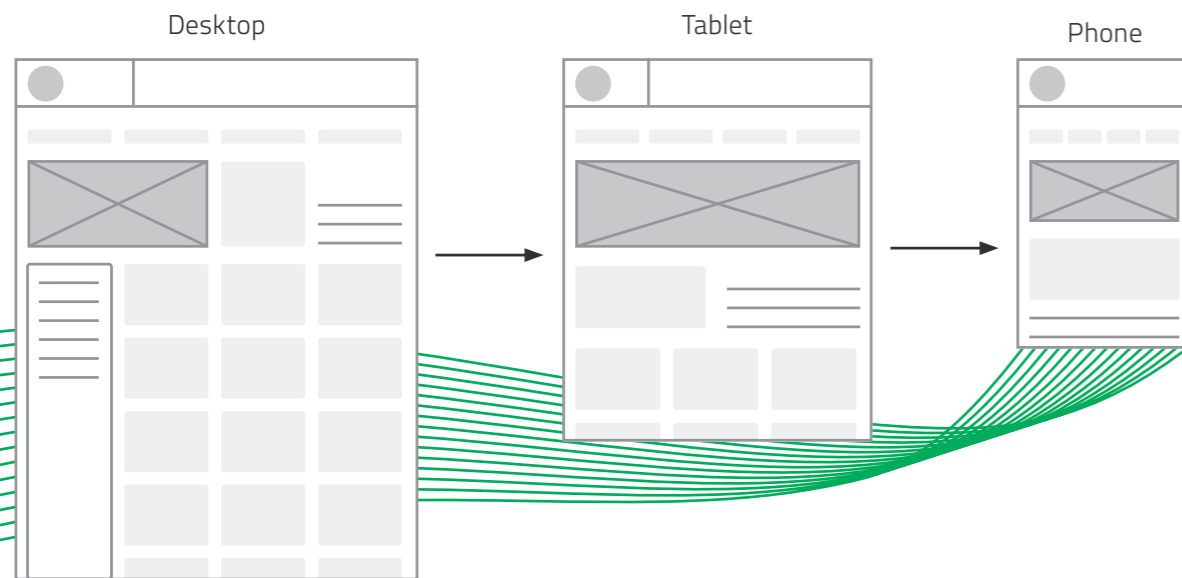
The integration can be performed by the development department or e.g. shop agencies. As an agency, you can make the configurator available to your customers and e.g. their online shops, or use it for your own additional marketing and sales purposes.

Individual adaptation of front end

Consistent and uniform tyre rim retailer design

Wide range of further development options for agencies





Optimal presentation on all display sizes and end devices thanks to responsive design.

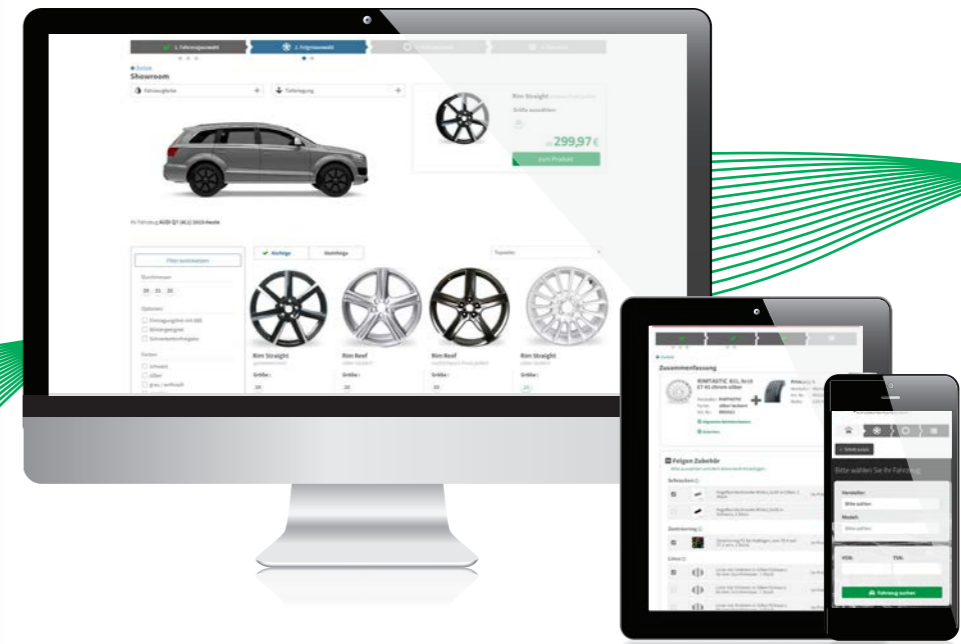
5

HIGHLY RESPONSIVE DES

Mobile configuration via all points of contact.

When purchasing wheels, customers leave nothing to chance. Particularly in the case of tyres, they are internet affine and perform research e.g. on the go on their smartphone or tablet. Hence, it is all the more important that the online shop is displayed optimally on mobile devices. The order process must be kept as simple as possible on mobile devices and stores should also be connected. Continuous processes are crucial in this case.

Wheel configurators must have a flexible and adaptable responsive design and display tyres, accessories, and services equally well across all points of contact. Regardless of whether it is large-format POS consultation terminals with a touchscreen being used to provide advice in stores – or devices such as augmented reality glasses (AR glasses) are used, which are able to project virtual objects such as tyres onto real, existing cars. Hence, it is necessary to make preparations and offer a digital configuration experience with great attention to detail and technical finesse on every single device.



Around 59 percent of online buyers would like to make appointments for customer service or tyre installation via their workshop's website.* Follow up by offering end customers (mobile) an appointment for a wheel change on the lifting platform of the nearest workshop or installation partner after the configuration. This generates valuable additional business.

In the front end (online, mobile, point of sale), the **wheel configurator** appears in the retailer's corporate design – a seamless presentation that offers end customers an appealing shopping experience on the go or when surfing from their couch.

Responsive design for mobile presentation

Mobile, Tablet, Internet of Things

Future-enabled configurator also for future platforms

* Source: Study by the market and opinion research institute Ipsos and the expert organisation DEKRA: "Digitalisierung im Aftersales", 01/12/17



6

FUTURE-PROOF

Modular, growth-capable microservice architecture.

When integrating a new solution component for digital trading platforms, future-proofing is a key aspect. New components should be easy to update and grow dynamically with the increasing success of a retailer.

A future-proof wheel configurator is therefore characterised by a long-life software architecture. Individual functions are bundled in independent modules. This makes the system fully updateable and continuously expandable.

A modularly designed **wheel configurator** based on microservice technology can be implemented in a custom data centre, in the cloud, or as a SaaS solution (software as a service). Hence, retailers do not have to create the infrastructure themselves.

In the consulting process for the purchase of tyres and rims, customers want a quick database that is

updated daily, and retailers want a system architecture that is straightforward and updateable. Microservice technology is a wise choice for retailers in this case, because it provides them with more flexibility and reaction speed when customer wishes change. With a growth-oriented wheel configurator based on this technology, you remain variable and agile within your range of options.

Long-life and unlimited updateability

Microservice-based design

Operation as a SaaS solution, in the cloud, or in a custom data centre



7

DATA HANDLING & INTEGRATION

High-performance connectivity under the hood.

The "trying on" of aluminium rims on the customer's vehicle in the front end is based on data-driven processes in the background. Innumerable bits of product information, 3D vehicle images, as well as rim and tyre details need to be output reliably for this purpose.

A well-thought-out **configurator component** on a commerce platform possesses a high-performance adapter (API interface). This adapter can connect to a wide range of information sources: External data providers, the database of in-house rim series, or the shop itself. All rim and tyre data, images, as well as the exact matching logic (vehicle-tyre-rim-TPMS-ABE (General Operating Permit)) are therefore made available immediately for customer-friendly output in the front end. Millions of wheel combinations must be output by the high-performance data interface.

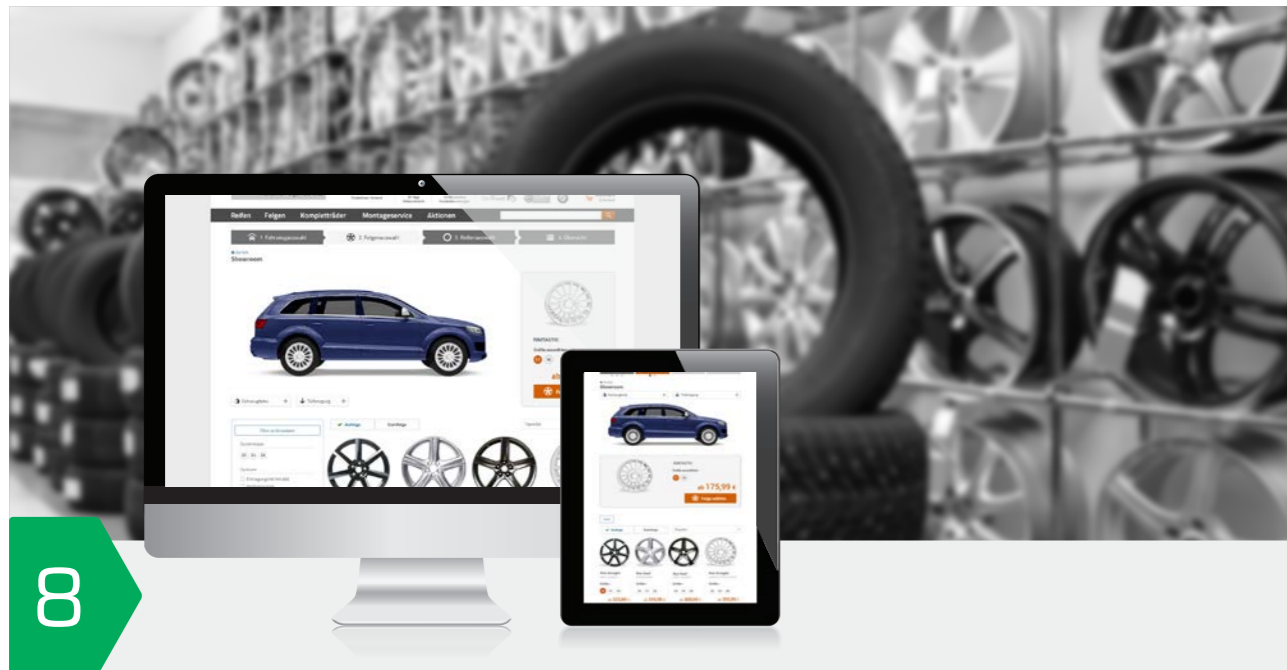
For the wheel configuration process, two additional highly dynamic factors need to be represented: Price and stock level. Dynamic price and inventory management requires interaction with the systems that store this information. An open configurator component communicates with the ERP system, is adept at intelligently reading from the large database (filtering) and outputs the data correctly.

Future-enabled technology infrastructure as well as secure data interfaces make it possible to connect any number of data sources and suppliers, internal or external product catalogues, and product data management systems (PIM/PDM).

Flexible, high-performance API-based data adapter

Connection of external data sources and involved systems

Secure, stable integration and technology infrastructure



SUCCESSFULLY TESTED

Application scenarios for the wheel configurator Speed4Trade WHEEL.

Wheel configurator in the online shop of a large, manufacturer-independent tyre retailer with three-figure revenue in the millions

In the successful B2C portal of the retailer, the configurator is integrated with a matching corporate design. In the portal, customers order their desired tyre-rim-TPMS combination and then book an installation appointment in a store. Since introducing this offering, significantly more store appointments have been made online. Furthermore, a high reliability under load and a failure safety of the system were achieved, which was particularly important to the online retailer especially with regard to the retyring time (summer/winter tyres).

Chain with several hundred stores in the D-A-CH (German-speaking) region:

1. Online shop

A well-known workshop chain uses the tyre and rim configurator in its online shop. With the integration, the sales rates were increased and the complexity of the consultation process for tyres and rims reduced. The selection is completed in a few minutes. Finally, Speed4Trade WHEEL transmits the data to the shopping cart. Here, the retailer offers relevant product recommendations and additional items in the shopping cart view, such as screws, valves, or rim locks. This generates additional sales.

2. POS sales consultation system

Speed4Trade WHEEL is also used by the chain on POS consulting terminals with a touchscreen in the workshop to assist with sales. For this purpose, the front end component of Speed4Trade WHEEL was embedded into the existing operating platform of the terminal. On the terminal, customers can easily click through the tyre and rim selections and view matching accessories.

For a list of Speed4Trade's successful testimonials, visit:
goto.speed4trade.com/referenzen

 **Speed4Trade**

The **Speed4Trade GmbH** develops software for the digital trade. The eCommerce software house specialises in building platforms (e.g. online shops, marketplaces, service portals) and connecting them with existing IT systems. Speed4Trade primarily accompanies manufacturers and dealers of the automotive parts and tyre market to realise digital business models with automated processes. With the vision "Reducing the distance to customers through digital solutions" Speed4Trade gives providers access to customers and sales efficiently, securely and cost-reduced. For more than 15 years, the experienced software architects have been supporting their customers in all phases of their digitisation projects, from consulting to support. The internationally active, owner-managed software house with 100 employees is located in Altenstadt an der Waldnaab, Bavaria.

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We would be glad to advise you.

