

The Infodrive platform combines data analytics and global aftersales expertise to inspire Automakers and Dealerships with insights that help reduce operational costs, grow sales and improve customer retention.



Data Solutions

**INFODRIVE™**  
Data



BI & Analytics

**INFODRIVE™**  
Analytics



Dealer Marketing

**INFODRIVE™**  
Marketing



Connected Car

**INFODRIVE™**  
Connected Car



Dealer Workflow Portal

**INFODRIVE™**  
Nidasu

## Predictive analytics and insights that drive profits!

Infodrive collates, cleanses and converts Automaker, Dealer, DMS, vehicle, customer and connected car data into invaluable insights impossible to identify through separate analysis.

It also anticipates the exact next step an Automaker or Dealer needs to take, and actions it with timely and personalised customer recommendations using automated workflow solutions.

Identify hidden data relationships to power big ideas:

1. Develop AI based customer retention plans by predicting which service customers are at risk of leaving your network.
2. Optimise parts order planning based on car parc, by forecasting which parts will be required in each market.
3. Grow dealer performance with analytics that identifies revenue leaks and automates CRM improvement plans.

...the aftersales opportunities are endless!

“**RMSP retail marketing program is our single most strategic and comprehensive aftersales initiative, and Infomedia is instrumental in delivering this to market for us. We're proud of our results to date.**”

Reiner Meierbeck  
Aftersales Director, BMW Australia





**INFODRIVE™**  
Data



**INFODRIVE™**  
Analytics

## Data Solutions

- ✓ Data collection & standardisation
- ✓ Data quality improvement
- ✓ DMS integration
- ✓ EPC-as-a-Service
- ✓ Menus-as-a-Service
- ✓ VHC / MPI work history
- ✓ VIN API's

## BI & Advanced Analytics

- ✓ BI Dashboards (OEM & Dealer)
- ✓ Consolidated view of customer
- ✓ Inventory requirement analytics
- ✓ Dealer network performance
- ✓ Brand comparative reporting
- ✓ Trade parts sales analytics
- ✓ Entity generation & equity mining



**INFODRIVE™**  
Marketing



**INFODRIVE™**  
Connected Car

## Predictive Marketing

- ✓ Strategy & dealer engagement
- ✓ Automated lead generation
- ✓ Predict VIN repair requirements
- ✓ Parts & Service lifecycle campaigns
- ✓ Vehicle sales campaigns
- ✓ ROI insights
- ✓ Market segmentation

## Connected Car Marketing

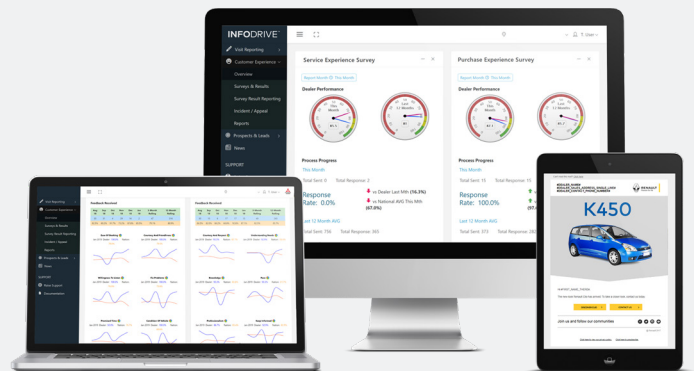
- ✓ Telematics integration
- ✓ Data capture
- ✓ Marketing automation
- ✓ Predictive customer care
- ✓ Condition based service alerts
- ✓ Telematics data broker



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## Dealer Workflow Portal

- ✓ Customer retention insights
- ✓ Service maintenance contracts
- ✓ Work flow integration (next steps)
- ✓ Dealer visit reporting – brand audits
- ✓ Customer surveying
- ✓ OEM programs
- ✓ RIM integration



**Let us unlock the value of your data!**