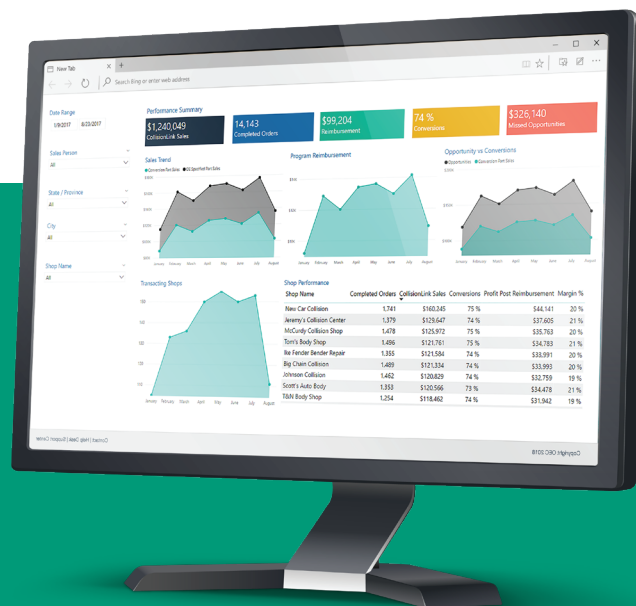# link IQ ᔆᴹ

Easily turn your everyday data into increased part sales.

In today's competitive market, you'll need to go beyond simply monitoring your dealership's parts sales performance. Transform your everyday data into actionable insights to increase your parts sales within a single, robust business intelligence platform – LinkIQ.

Let data illustrate your story

- All of your OEC and DMS part sales indicators available within one platform
- Proactively monitor and share key financial indicators like sales, margins, and returns
- Quick access to your holistic department and customer-level performance trends
- Easily view fluctuations in your customer's behavior to address it
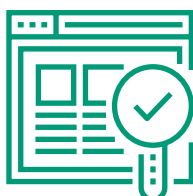
Access your data within the OEC platform

- Quickly view your entire department's performance with interactive, visual dashboards
- Drill down capabilities to understand the dynamics of your business at a holistic or customer-specific level
- Easy-to-use wizard to generate performance reports for all of your OEC solutions and DMS part sales invoices
- Quickly create and save reports with only the information you care about
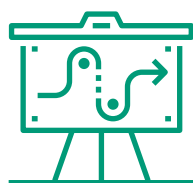
Turn insights into action

- Take action on your performance trends by applying our robust Part Sales Playbook
- Improve efficiency by viewing and engaging customers not leveraging OEC solutions
- Adjust pricing strategies by quickly viewing holistic and customer-level margins
- Leverage discounts by easily tracking OEM program reimbursements

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DMS

linkIQ[SM]

Make data-driven decisions with your DMS parts sales data.

Go beyond monitoring your dealership's parts sales performance and make smarter, customer-driven decisions using interactive, visual dashboards with your Dealer Management System.

Easily track performance by drilling down into your data to see salesperson, DMS account number, regional, and customer-level activity

Easily track top indicators including sales, gross margin, returns and average order value

Act quickly on changes in behavior by monitoring OEC wholesale solution adoption, department and customer-level trends

Date Range
8/1/2017   8/27/2018

$35,706,964 Net Sales	$6,128,189 Gross Margin	17% Gross Margin %	$2,272,864 Returns	195,620 Orders	$182.53 Avg Order

Sales Person — All
Account Number — All
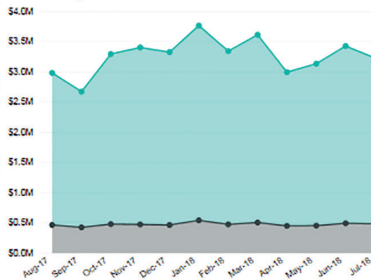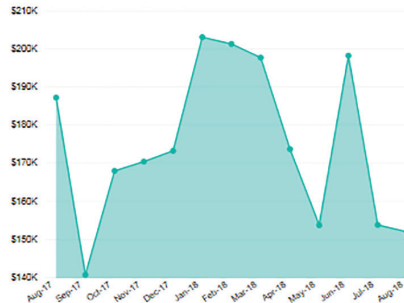**State or Province** — All
City — All
Customer Name — All

Sales and Margin Trend
● Gross Margin ● Net Sales

Returns

Sales Mix w/OEC Wholesale Solution
● Other Sales ● CL Sales ● RL Sales
$1,484,425
$3,561,329
$30,661,210
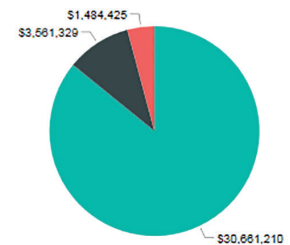
Customer Performance

DMS Id	Customer Name	Orders	Net Sales	Trend *	Days No Sale	Margin	CL Sales	RL Sales	Reimbursements	Return %
80097	CUSTOMER 80097	20,417	$2,558,953	-4%	0	13%	$0	$0	$0	4%
51029	CUSTOMER 51029	8,050	$1,878,178	-21%	0	10%	$0	$0	$0	0%
550561	CUSTOMER 550561	474	$1,391,649	-57%	0	-6%	$0	$0	$0	1%
50097	CUSTOMER 50097	5,387	$762,455	0%	161	14%	$0	$0	$0	5%
005892	CUSTOMER 005892	580	$553,942	28%	0	11%	$0	$494,193	$99,528	2%
UNKNOWN	CUSTOMER UNKNOWN	3,237	$404,804	-11%	0	19%	$0	$0	$0	0%
455102	CUSTOMER 455102	1,227	$366,378	-10%	0	13%	$250,388	$0	$27,562	9%
009631	CUSTOMER 009631	986	$306,964	-27%	0	13%	$151,380	$0	$15,058	10%
99426	CUSTOMER 99426	1,303	$290,693	47%	0	10%	$189,143	$0	$22,384	10%
9999P	CUSTOMER 9999P	2	$258,875	-100%	74	2%	$0	$0	$0	
19541	CUSTOMER 19541	2,152	$252,972	-2%	0	22%	$0	$9,220	$1,085	14%
068691	CUSTOMER 068691	1,155	$247,169	-14%	0	12%	$192,789	$2,567	$22,272	16%
00275	CUSTOMER 00275	869	$207,378	-27%	3	11%	$173,214	$0	$15,612	8%
100681	CUSTOMER 100681	682	$196,754	5%	3	11%	$13,098	$0	$1,240	5%
00472	CUSTOMER 00472	743	$189,825	-52%	0	14%	$145,002	$0	$20,765	15%
999P	CUSTOMER 999P	2	$181,100	0%	287	2%	$0	$0	$0	
151981	CUSTOMER 151981	583	$180,803	15%	0	15%	$31,392	$0	$5	9%

View and sort key customer information to seek out margin, sales, and reimbursements through OEC solutions

Detect purchase fluctuations by monitoring monthly and daily returns

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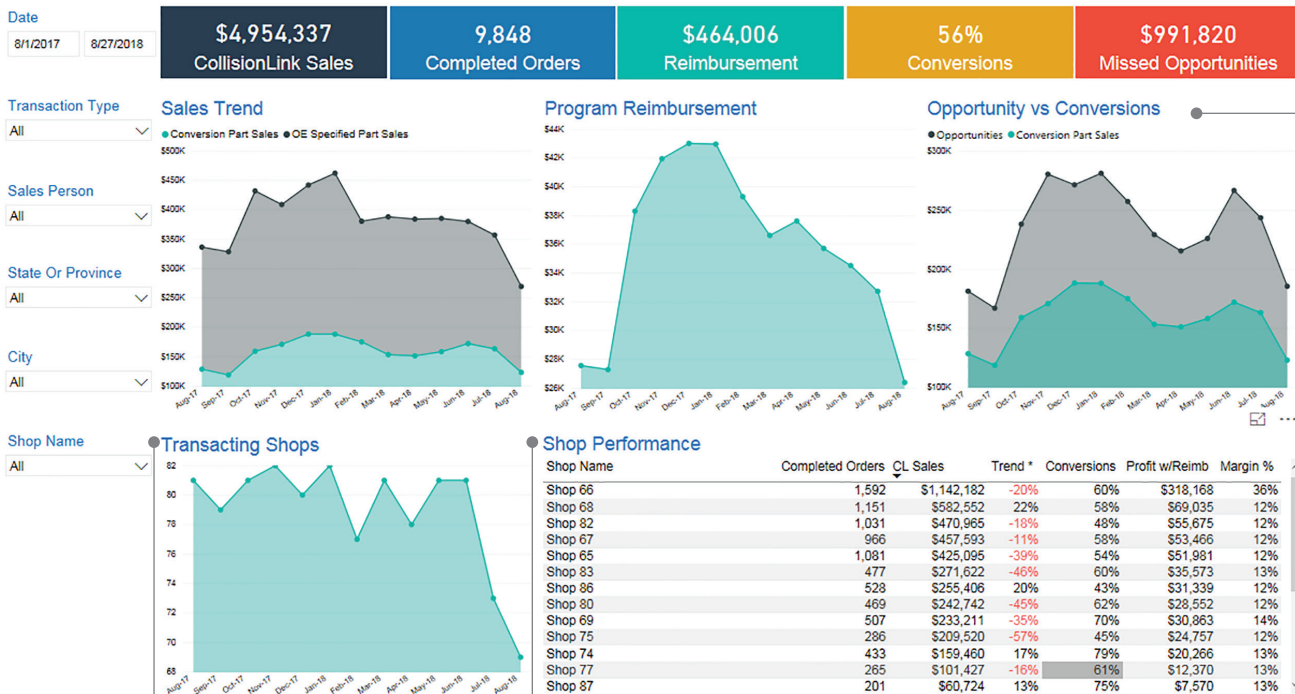www.OEConnection.com

collisionlink®

linkIQ℠

Make data-driven decisions with your collision parts sales.

Go beyond monitoring your dealership's parts sales performance in CollisionLink. Use interactive, visual dashboards to make smarter, customer-driven strategic decisions.

Easily track performance by drilling down into your data to see salesperson, regional, and shop-level activity

Easily view top indicators like sales, reimbursements, conversion %, and missed conversion opportunities

Act quickly on changes in customer behavior by tracking department and shop-level monthly/daily trends

$4,954,337 CollisionLink Sales	9,848 Completed Orders	$464,006 Reimbursement	56% Conversions	$991,820 Missed Opportunities

Date 8/1/2017 8/27/2018

Transaction Type All

Sales Person All

State Or Province All

City All

Shop Name All

Sales Trend
● Conversion Part Sales ● OE Specified Part Sales

Program Reimbursement

Opportunity vs Conversions
● Opportunities ● Conversion Part Sales

Transacting Shops

Shop Performance

Shop Name	Completed Orders	CL Sales	Trend *	Conversions	Profit w/Reimb	Margin %
Shop 66	1,592	$1,142,182	-20%	60%	$318,168	36%
Shop 68	1,151	$582,552	22%	58%	$69,035	12%
Shop 82	1,031	$470,965	-18%	48%	$55,675	12%
Shop 67	966	$457,593	-11%	58%	$53,466	12%
Shop 65	1,081	$425,095	-39%	54%	$51,981	12%
Shop 83	477	$271,622	-46%	60%	$35,573	13%
Shop 86	528	$255,406	20%	43%	$31,339	12%
Shop 80	469	$242,742	-45%	62%	$28,552	12%
Shop 69	507	$233,211	-35%	70%	$30,863	14%
Shop 75	286	$209,520	-57%	45%	$24,757	12%
Shop 74	433	$159,460	17%	79%	$20,266	13%
Shop 77	265	$101,427	-16%	61%	$12,370	13%
Shop 87	201	$60,724	13%	75%	$7,570	13%

Detect purchase fluctuations by monitoring monthly and daily transacting shops

View and sort key shop information to generate part sales with margin including reimbursement

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repairlink ℠

linkIQ ℠

Make data-driven decisions with your mechanical parts sales.

Go beyond monitoring your dealership's parts sales performance in RepairLink. Use interactive, visual dashboards to make smarter, customer-driven strategic decisions.

Easily track performance by drilling down into your regional and shop-level data

Easily view top indicators including sales, cart starts, unique transacting shops, and your staff's turnaround times

Act quickly on changes in behavior by monitoring department and shop-level trends, including shop activity on RepairLinkShop.com

Date Range 9/1/2018 11/30/2018	$646,320 Repairlink Sales	3,582 Completed Orders	6,874 Carts Started	286 Transacting Shops	27.11 Average TAT (Mins)

Sales Trend
● Non-Program Part Sales ● Program Part Sales

State or Province — All
City — All
Shop Name — All

$200K, $150K, $100K, $50K — Sep-18, Oct-18, Nov-18

Shop Activity
● Orders ● Saved Carts ● Deleted Carts ● Click To Call ● Abandoned Ca...
406, 53, 156, 383, 3,682
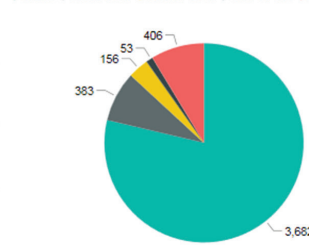
Avg Order Response Turn Around Time (Mins)
36, 34, 32, 30, 28, 26, 24, 22, 20 — Sep-18, Oct-18, Nov-18

Transacting Shops
236, 234, 232, 230, 228, 226, 224, 222, 220, 218 — Sep-18, Oct-18, Nov-18

Shop Performance

Shop Name	Completed Orders	Carts Started	RL Sales	Trend *	Reimbursements	Profit w/ Reimb	Margin
Shop 37266	126	278	$202,658	44%	$46,007	$7,277	3%
Shop 19365	65	101	$17,205	-26%	$69	$1,624	10%
Shop 55383	79	283	$14,941	-51%	$2,646	$1,100	7%
Shop 31499	119	209	$13,928	-8%	$1,345	$2,754	22%
Shop 60537	49	88	$12,390	34%	$943	$2,667	25%
Shop 91598	53	61	$11,582	105%	$108	$476	4%
Shop 43683	70	106	$11,010	-30%	$1,047	$1,761	17%
Shop 35657	74	100	$10,386	-54%	$664	$1,160	12%
Shop 01986	86	112	$10,279	5%	$1,087	$2,262	25%
Shop 44931	29	37	$7,534	200%	$333	$734	10%
Shop 38923	28	53	$7,012	-53%	$327	$635	9%
Shop 67075	56	124	$6,713	-13%	$776	$1,498	25%
Shop 87948	34	50	$6,644	90%	$585	$1,487	26%
Shop 17680	21	27	$6,510	200%	$122	$878	15%
Shop 4501	42	60	$6,365	44%	$594	$1,204	21%

Detect purchase fluctuations by monitoring monthly and daily transacting shops

View key shop information to generate part sales with margin including reimbursement (if available)

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Reporting

linkIQ℠

Make meaningful reports specific to your parts business.

Create standardized and ad-hoc reports to make smarter, customer-driven decisions for all of your OEC solutions and DMS part sales data in a single reporting suite.

Easily understand the dynamics of your business with summarized performance reports by sales person, customer, and part number

Quickly access data you want to see with an easy-to-use report wizard

Quickly access what you really care about by sorting, filtering, or adding/removing columns for your reports

Determine if certain transactions are skewing your results by drilling-down into each summarized focus area

View the exact data you want, when you want it by exporting or saving modified reports

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