



Innovative Logic

Getting left behind in the automotive aftermarket? *Move to the fast lane with Innovative Logic and PartSmart All In One*

Quality data is serious business. In the automotive aftermarket it can save you thousands or even hundreds of thousands of dollars. If you are missing deadlines because of invalid records or incomplete files — or just don't have the proper tools to do your job — then you need to talk to Innovative Logic Corporation.

PartSmart All In One PIM System

Innovative Logic is the maker of the PartSmart All In One product information management (PIM) system, and a provider of parts information management services to leaders in the automotive aftermarket industry worldwide.

PartSmart All in One allows manufacturers, distributors, and retailers to exchange and manage accurate, standardized product information through the entire supply chain — anytime, anywhere.

Data Services and Custom Development

And with more than 75 years of parts information management experience, our data mapping, data validation, and parts system customization services are the perfect complement to ensure your parts information is of the highest quality.

Our Mapping Services team provides fast, flexible and affordable turnaround of mapped data, while our Data Validation Service confirms that your mapped files are accurate, without errors, and ready for distribution. And we understand that time-to-market is critical, so our Software Customization Services team is ready to provide immediate expertise and project management to ensure your custom development projects meet deadline and budget targets — regardless of the size and scope of your project.

Blazing Fast Parts Management

Anytime from anywhere — keep total control of your parts data for its entire lifecycle with the fastest system in the aftermarket.

Comprehensive Asset Management

Easily manage all your part digital assets — images, PDFs, videos, links and more.

Restriction-free Access and Usage

Whether hosted on our servers or yours, PartSmart doesn't limit your number of users, and has no data restrictions.

Complete Application Management

Complete data analysis with our Holes reports, VIO (Experian and IHS), Overlaps, Carry over and Carry up

Global Data Mapping Capabilities

Mapping to all industry standards worldwide — ACES, PIES, NAPA Parts Pro, and European standards



ALL IN ONE PartSmart

The Automotive Aftermarket industry is estimated to be worth over \$250 billion in the U.S., yet most companies don't have the product information they need to properly get their parts to market — resulting in increased costs due to inefficiencies, and lost sales revenue.

Blazing fast

Product information changes continually. You need to be able to map, validate, and deliver your data regularly — and fast! PartSmart All in One is the fastest PIM system on the market today, hands down.

Standards compliant

Built from the ground up for the automotive aftermarket industry, PartSmart quickly and accurately maps to every worldwide industry standard, including NAPA, ACES, PIES and European standards.

VIO integration

PartSmart is fully integrated with both Experian and IHS Vehicle in Operation (VIO) data — so you can quickly and easily identify sales opportunities and gaps in your product offering.

Your data central — and centralized

You don't have to compromise your data by “shoe-horning” it into a parts information management system. Instead, Innovative Logic uses your data to create a centralized database in PartSmart — and then maps that data to industry standards. A centralized, single source of content ensures accuracy and consistency.

No software to buy and you're always up-to-date

PartSmart is a Software as a Service (SaaS) offering that can be hosted on our servers or yours — meaning you always have the most up-to-date version available to you. For a low monthly fee your entire team has access to the latest and greatest version — with no user limit or data restrictions.

Why PartSmart?

- ✓ Fastest system in the aftermarket
- ✓ Comprehensive “cradle to grave” life cycle parts management
- ✓ Total control of all your part management including KITS
- ✓ Complete Application Management
- ✓ Global data standards worldwide
- ✓ Digital asset management capabilities that are second to none
- ✓ Industry leading validation process
- ✓ Reporting: Holes, VIO, Overlaps and more
- ✓ Custom catalog templates
- ✓ Designated point of contact for all clients
- ✓ Unlimited users / No data restrictions
- ✓ IO Integration with both Experian & IHS

Access and update your data — anytime, anywhere

Web-based product information management allows companies to easily gather, manage, and share product data internally and with partners and suppliers — from a single trusted reliable source — anytime, anywhere. Your team and partner channels have access to the same centralized database, with levels of permission based on their needs.

ALL IN ONE PartSmart

Parts Management

With PartSmart All in One you get total control of your parts from birth to the death. Any time, any where.

The screenshot shows the PartSmart PART FILTER interface. At the top, there are navigation tabs: Home, Dictionaries, Application, Part, ACES, Assets, and Tools. Below this is a search bar with a filter value and options for Exact and Split. There are also search filters for Categories, Descriptions, Parts, and Tags. A toolbar includes buttons for New, Exports, Assets, Bulk (392 parts), and Reset. A status bar indicates 'FILTER BETWEEN 392 RECORDS'. The main area is a table with columns: Part Group, Part Number, QLI, Life Cycle Status, Category, and Description. A context menu is open over the part with Part Number 24C, listing actions like Articles, Attributes, Assets, Delete, Edit, Descriptions, Extended Product Information, Interchanges, Item, Kits, Packaging, and Pricing. The table shows various Exide US (Brand) parts with their respective numbers and descriptions.

Digital Asset Management

You can easily manage all your part digital assets in PartSmart – images, PDFs, videos, links and more.

The screenshot shows the PartSmart PART FILTER interface with a digital asset management window open for part 24C (EXIDE CLASSIC). The window title is 'Assets for 24C (EXIDE CLASSIC)'. It displays an image of the battery. Below the image, there are fields for Asset Name (24C.jpg), Asset Type (Photo - Primary), Background (White), Orientation View (Front), and Additional Info. There are also fields for Assessment, Representation (Actual), Color Mode, Effective Date, and Expiration Date. A 'Not Publishable' checkbox is present. At the bottom, there are 'New', 'Update', and 'Delete' buttons. The background shows the same parts list as the previous screenshot, with part 24C highlighted.

ALL IN ONE PartSmart

Application Management

You get complete data analysis with our Holes reports, VIO (Experian and IHS), Overlaps, Carry over and Carry up.

The screenshot shows the PartSmart Application Filter interface. At the top, there's a navigation bar with 'PartSmart' logo and 'APPLICATION FILTER'. Below it, a search bar contains 'PASSENGER CAR & LIGHT TRUCK' and 'AUDI'. The interface displays a table of search results with columns for Make, Model, Year, Part Number, Life Cycle Status, Description, Position, Conditions, and Notes. A detailed view of a specific application is shown, including fields for Application (PASSENGER CAR & LIGHT TRUCK), Classification (Catalog Group Number: Batteries), and various attributes like Quantity (1), BCI Number (41), and OE OCA (800).

Global Data Mapping

Product information changes continually. You need to be able to map, validate, and deliver your data regularly – and fast! PartSmart maps to all data standards – North American and European – delivering fast, compliant data with unmatched validation.

The screenshot shows the PartSmart Part Filter interface. It displays a detailed view of a part's specifications, including fields for Country of Origin (UNITED STATES), Emission Code, National Popularity, Return Code, Stock Status, Core Class, Core Group, Core Part, Core return days to Expiry, MSDS Sheet Number, MSDS Required, Original Equipment, Original Supplier, Original Supplier Part, Warranty, Special, Special UOM, Regulating, County, State, City, State, and Trade. The interface also shows a list of parts on the left and a table of standards on the right, including ACES, PIES, NAPA, and European Standards.



Innovative Logic



If your parts information is causing you to miss deadlines and costing you money, then you need to speak to us about our data mapping, data validation, and custom part system services. Our unparalleled experience in the automotive aftermarket means we've seen it all — and know how to get your data and systems working for you.

Data Mapping

Innovative Logic's Mapping Services team provides fast, flexible and affordable turnaround of mapped data. With a full suite of in-house tools and hundreds of projects completed, our mapping staff is skilled at overcoming obstacles that may occur with parts mapping projects. We cover all standards for mapping and data conversion, and provide you with detailed reports that clearly outline issues and errors — included with your mapped files

Data Validation

Innovative Logic's Validation Services confirms that your mapped files are accurate, without errors and ready for distribution. It's important that you validate your data before distribution to avoid costly and time consuming mapping errors. Our team has you covered for covers all standards for mapping and data conversion.

Custom Services

Qualified engineering and development resources are a scarce commodity. Time-to-market is critical. Innovative Logic's Software Customization Services team provides immediate expertise and project management to ensure your custom development projects meet deadline and budget targets.

Regardless of the size and scope of your project, we apply the latest software technologies and follow a disciplined approach utilizing focused project management to ensure quality and consistency.

The game-changer for us was finding Innovative Logic and their web-based Parts Information Management System. We needed a progressive partner in our quest to build a superior content strategy, and the Innovative Logic team clearly understood what we were going for.



Phil Hutchens,
VP Strategic Initiatives,
Standard Motor Products

NAPA has had several initiatives over the last four years which required unique programming and quick response. Innovative Logic was chosen to work on these projects and have provided the service and stringent response that NAPA mandates.



Ken Ingram,
Senior Director,
Genuine Parts Company

Thanks to Innovative Logic I got 14 different catalogs to the printer within the first four months of the year. Obviously these short production cycles provide us with an incredible competitive advantage.






Steve Beck,
Senior Content Manager,
MANN+HUMMEL

Innovative Logic's PartSmart makes it easy to manage PIES data in a centralized location and share it across all our brands — removing redundant data management and ensuring consistency. The dictionary driven editing keeps my data consistent and compliant.



Lee Wilson,
Product Information Manager,
Exide Technologies

Innovative Logic

| PartSmart All in One (PIM) | e-Commerce & Web Services | Quality Assurance | Catalog Management | Global Data services | +75 Years of Experience |
|---|---|--------------------------------|---|--|--|
| <p>Quickly and accurately maps to every industry standard, including NAPA, ACES, PIES and European Standards</p>  | <p>Website development</p> <p>Design Integration</p> <p>Maintenance</p> | <p>Manual testing</p> | <p>Web catalog development</p> | <p>Customized bridge from ACES TO NAPA</p>  | <p><i>Program Developers</i></p> <p>Over 75 years combined experience in automotive aftermarket software development</p> |
| <p>Your server or ours, whatever suits your needs</p> | <p>E-commerce</p>  | <p>Regression testing</p> | <p>Comprehensive product management tools</p> | <p>Industry standard mapping services – ACES, PIES, NAPA and European Standards</p> | <p><i>Website Design</i></p> <p>Extensive experience in the design of automotive part catalog websites</p> |
| <p>Digital asset management capabilities...second to none!</p> | <p>Content Management System (CMS) assistance & guidance</p> | <p>Performance testing</p> | <p>Catalog management by Innovative Logic</p> | <p>In depth reporting on all standards pointing out any overlaps, counterman errors or data issues</p> | <p><i>Data Specialists</i></p> <p>Each team member has over 20 years experience mapping data to all industry standards</p> |
| <p>Turnkey, birth-to-death parts management for your entire team – <u>anytime, any platform</u></p> | <p>Third party software integration including Enterprise Resource Planning (ERP) systems</p> | <p>In depth reporting</p> | <p>Print catalog development</p> | <p>Validation – we only export valid records so your files are ready for delivery</p> | <p><i>Client Support</i></p> <p>Dedicated point of contact for every client</p> |
| <p>VIO integration with both EXPERIAN and IHS Polk</p> | <p>Website content compare</p> | <p>Complete event tracking</p> | <p>Validation and reporting</p> | <p>Custom data services including OE or competitor data</p> | <p><i>Business Development</i></p> <p>Link to client needs and industry growth</p> |

WORK WITH US

You'll Be In Great Company



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613-284-0647 | info@innovativelogic.com | www.innovativelogic.com