

Your
Aftermarket
Technology
Solutions
Partner

Solenium
group



Talking Pictures is the most feature-rich Content Management System (CMS) available to the aftermarket today. This uniquely powerful system is designed for the specific needs of aftermarket companies including manufacturers, distributors, importers and program groups.

TALKING PICTURES MAKES IT EASY TO

- Manage all aspects of part and application data from a single, centralized system
- Collaborate and share data across various roles and functions within an organization
- Output application and part data in industry-standard formats including ACES and PIES
- Provide timely, accurate information to trading partners across the supply chain
- Distribute product catalogs in multiple formats, including print and electronic media

TALKING PICTURES ALLOWS AFTERMARKET COMPANIES TO MANAGE ALL OF THEIR CONTENT

Application data

Digital assets

Marketing materials

OE research

Product attributes

Interchange information

Bill of Materials

Engineering information



MEETING THE CONTENT MANAGEMENT NEEDS OF LEADING AFTERMARKET COMPANIES AT ALL LEVELS OF THE SUPPLY CHAIN

"When Chrysler entered the aftermarket, we needed a tool to manage and publish our application data. Talking Pictures was pivotal in Chrysler building an aftermarket presence. We are now delivering accurate, up-to-date, standards-compliant catalog data to all our trading partners."

Jack Saunders, Wholesale Business Development



TALKING PICTURES 7.x

Catalog and Product Information Management System

"Talking Pictures allows Dayco's catalog, engineering, and marketing staff in disparate locations to access a single, central database. This reduces data redundancy and duplication of effort maximizing productivity and effectiveness."

Bob Waibel, Director of Product Management



"Talking Pictures has transformed IMC in so many ways – from managing hundreds of suppliers' data to expanding coverage to efficiently servicing eCats, program groups, retailers, and etailers. Since we implemented Talking Pictures our sales have increased significantly."

Bart Noyes, Chief Information Officer



UNPARALLELED CONTENT MANAGEMENT FUNCTIONALITY – FEATURES

Intuitive, easy-to-use interface	User-defined dashboards and preferences	User-definable fields throughout the system	Job scheduler with validation of ACES XML
Workflow management for common tasks	Audit log with detailed history of changes	Hosting at Solenium or on-site	Scalable, open standards-based technology
Full product life-cycle management	Part substitutions management	Management for bills of material/kits	User-definable pricing management
Single, central data repository	Comprehensive mass data aggregation	Full data import and export	Output & load in ACES, PIES, Legacy and others
Automatic conversion of ACES data to legacy	Automated data validation	Automatic AAIA Refresh (ACES, PIES, MM)	Extensive OE information management
Expert support from aftermarket veterans	Comprehensive multi-language support	Full multimedia support (part and application)	Multi-brand support with brand ranking
Publish and manage digital assets	Manage rich content for finished goods	Publish part/application interchanges	Produce printer-ready publications
Create CD/DVD smart catalogs	Private label / customer-specific catalog	Full-service Web cataloging suite	Automated buyer's guides
Multi-region, multi-motive-type support	Source data separate from industry data	Full "net change" for partner synchronization	Automated supercession processing and tracking



Accurate Data Drives Business Success -

BENEFITS

INCREASE SALES

Give your trading partners the product and application data they need and the rich media content they want in order to sell more of your products

MINIMIZE TIME TO MARKET

Quickly, seamlessly and professionally publish current catalog data in any of the industry-standard formats your trading partners require, via CD/DVD, the Web or print media

IMPROVE DATA QUALITY & SECURITY

Ensure that all of your product and application data is entered accurately into a single, central database that is fully secure and accessible by authorized users across departments and locations

ELIMINATE DATA REDUNDANCY

Merge data from a variety of sources into your CMS to ensure that all your staff and trading partners are accessing the same accurate, up-to-date information

INCREASE PRODUCTIVITY

Enable collaboration by allowing staff across departments, roles and locations to access, use, manage and update data from a centralized CMS system

REDUCE COSTS

Manage the entire product lifecycle with a CMS designed to speed user adoption, prevent duplicated effort and minimize cost of ownership

Learn more about our
company, solutions and services

Arrange a one-to-one
demo of a Solenium solution



Call us toll free
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