Data Standards: A simple solution to your heavy duty challenges

PIES
PRODUCT INFORMATION EXCHANGE STANDARD

hdda.org
HDDA: Heavy Duty, a community of the Auto Care Association, has earned the heavy duty aftermarket industry’s trust to create data standards. Data standards are guidelines for the industry’s best practices for communicating and transmitting product information between heavy duty aftermarket suppliers and their supply chain. This network is comprised of major heavy duty buying groups, resellers, service centers and fleets. Simply put, standards get you the right part, at the right place, at the right time.

With the 20 years of expertise in providing aftermarket product data standards, the Heavy Duty expansion of the Product Information Exchange Standard (PIES) can reduce the cost of doing business up to 20%. This equates to a potential profit increase of 2-3%.

The Heavy Duty expansion of the Product Information Exchange Standard (PIES) covers:

- 9K+ components
- 50K+ attributes

INCREASE in PIES data coverage

85% of all parts sold

subscribe today! autocare.org/hdstandards or scott.howat@autocare.org
TOP THREE REASONS TO SUBSCRIBE

1. **Simplify product data management and increase speed to market.**
   By using product data standards, a manufacturer can generate all relevant product information in a single file while maintaining ownership of their data. The result is managing data once for all customers, as well as enabling efficient e-commerce. A distributor will benefit by having more consistent supplier product data in its business systems.

2. **Increase your sales and decrease your returns with correct product data.**
   Data correctly sent and understood by both suppliers and distributors dramatically reduces ordering and shipping errors. Using product data standards enables clear definition of product specifications, images and other supporting data, ensuring the product is represented as the manufacturer intended. Customers then have more accurate “form-fit-function” characteristics to use in product selection.

3. **Empower your team to provide better customer service.**
   By leveraging product data standards internally, companies can ensure complete and replete product information is available to the people who support your customers online and offline – the parts counter, technical support and customer support.

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<table>
<thead>
<tr>
<th>20 PRODUCT CATEGORIES WILL BE AVAILABLE</th>
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<tbody>
<tr>
<td>Air Conditioning, Heating and Ventilating System</td>
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<tr>
<td>Air Intake System</td>
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<tr>
<td>Axles - Driven, Front Steering</td>
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<td>Axles - Driven, Rear</td>
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what standards are

+ Standardization of crucial content so that your product is more accessible and available to buyers.
+ A strengthening of existing product data with a consistent universe of product characteristics.
+ Communication of what makes your products more valuable versus the competition.
+ A format to disseminate and consume data such as form, fit and function.
+ A common language.

what standards aren’t

- The sharing of intellectual property, confidential business information, proprietary information, or manufacturing processes or sources.
- A data warehouse where manufacturers no longer control their own information.
- A high-cost commitment.

about hdda

**HDDA: Heavy Duty**, a community of the Auto Care Association, is the only community that serves the entire heavy duty aftermarket supply chain, from manufacturers, to distributors, retail and repair. As the primary source of information and communications to a growing membership that shares a common interest in the heavy duty market, we enable our members to make better business decisions through market intelligence, events, advocacy, education and more. Visit [hdda.org](http://hdda.org) for more.

The Auto Care Association protects and advances the interests of businesses providing aftermarket products and services for all classes of motor vehicles. Visit [autocare.org](http://autocare.org) for more.

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