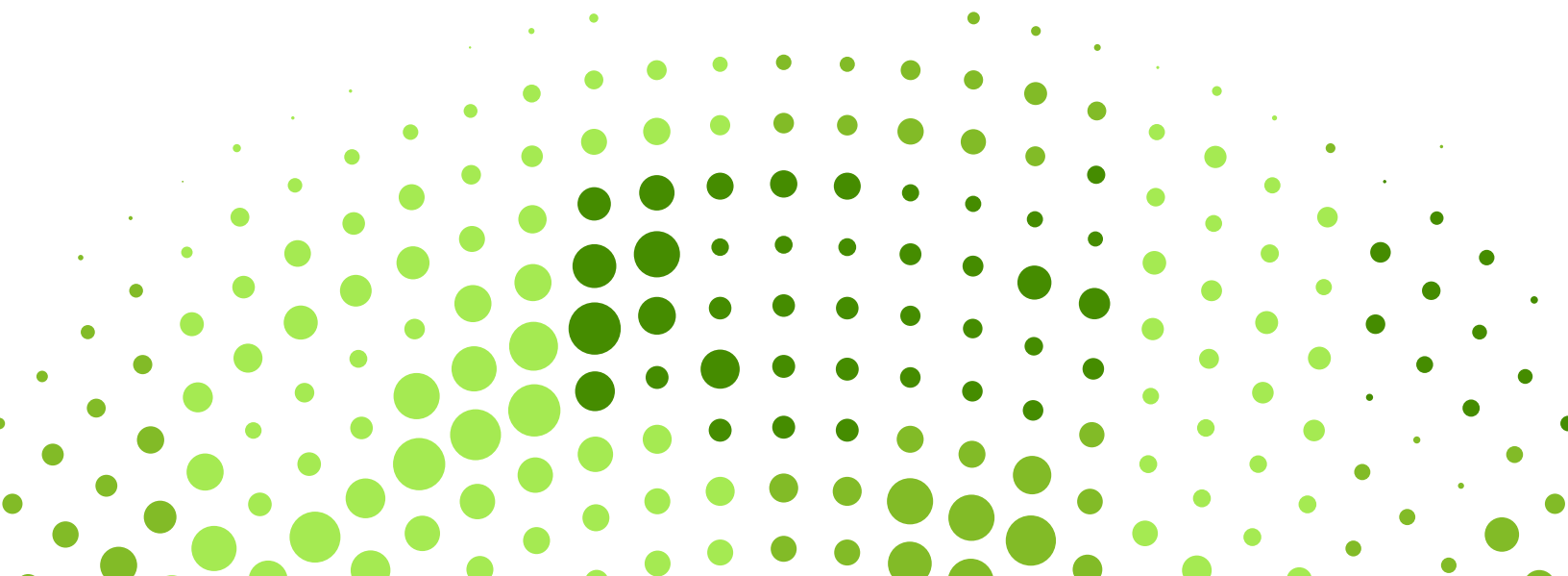




content
excellence
awards
information



about the awards

There are four total ACPN Content Excellence Awards. The first two awards recognize the best examples of electronic cataloging in the vehicle aftermarket. Each year winners are recognized at the annual [ACPN Knowledge Exchange Conference](#), based on pre-defined guidelines.

- Web-Based Catalogs
- ACES and PIES Data
- CCPN Installers Choice
- Receiver's Choice

In order to be considered and receive an award, the submitting company must attend the annual ACPN Knowledge Exchange Conference.

This document outlines the following items for each of these four awards:

- About the Award
- Award Format
- Eligibility
- Judging
- Submission Requirements
- Questions



web-based catalog award

about the award

This category is for catalog application lookup that is purely browser-based (websites) and does not require any special client-side app to be installed. Web-based catalogs are evaluated on criteria such as design, navigation, use of technology, innovation, interactivity and quality of content. The content must be data-driven and dynamically presented to the client browser in HTML. Static PDF files are not considered web-based catalogs. Current versions of Chrome, FireFox and Edge will be used by the judges to assess the content. Requiring browser extensions or plugins is acceptable.

award format

- Gold, Silver, Bronze

eligibility

- **Company Type:** Manufacturer/Remanufacturer
- **Company Membership:** Auto Care Association member in good standing

judging

The web-based catalog award is judged by a panel of ACPN Committee members and volunteer automotive content professionals, utilizing the pre-defined judging guidelines outlined in this document.

web-based catalog award cont.

submission requirements

1. Each company may submit one entry per category per employee. The same content cannot be submitted by multiple people.
2. At least one representative from the submitting company must be present at the Knowledge Exchange conference to accept the award in the event that the company is selected as an award recipient. If there is no representative present, the company will be restricted from submitting for any awards the following year.
3. Entries must be received by the deadline along with completed forms (Found on www.autocare.org/ACPN):
 - Awards Entry Form
 - Participant Release and Acknowledgment

questions?

All questions regarding the Web-Based Catalog Award can be sent directly to ACPN Committee member [Michael Marra](mailto:Michael_Marra@pepboys.com) (Michael_Marra@pepboys.com).

web-based catalog award cont.

judging guidelines

The following judging guidelines are utilized to judge Web-Based Catalogs (websites) submitted by ACPN members for the catalog awards presented at the annual Knowledge Exchange Conference. Six general areas are evaluated by scoring specific measurements on a scale from 1 to 4. The judges determine a total score by adding the general area scores using the weight percentages for each score. Each judge scores the web-based catalogs independently. Once all judges have submitted their total scores, the total scores from each judge are averaged for each catalog. The web-based catalog with the highest average score is considered the winner.

design (10%)

- First Impression
- Use of Color
- Use of Graphics/Logos/Fonts
- Use of Touchscreen Area
- Consistency/Continuity
- Overall Aesthetic Impression/Professionalism

navigation (10%)

- Logical Organization/Layout. Intuitive?
- Clear Explanations/Site Goals/Writing Style
- Reasonable Number of Clicks to Find Something. Fluid?
- Site Map Provided/Help Features
 - Where Appropriate
- Product Catalog Area Easily Identified/Accessible
- Overall Ease of Use

catalog content (50%)

- Application Lookup
- Part Number Search
- Part Number Application Numerical
- Product Specifications/Attributes/Features and Benefits
- Product Images-Hi res? Watermarked?
- OEM/Competitive Interchange
- Part-to-Part Comparison
- Schematics/Installation Instructions/Tech Tips
- Overall Ease of Finding Desired Product

technology (10%)

- Availability through Google Play and iTunes
- Load Times/Page Loading
- Transitions Between Screens/Functions
- Internal and External Links Targeted Correctly.
- All Functions/Features Work Properly
- Overall Technical Impression/Professionalism

interactivity (10%)

- Contact Information
- Company Information
- How to Order/Where to Buy Feature
- Ability to Supply Feedback/Ask Questions

innovation (10%)

- Originality/Interesting
- Other Value Added Catalog Features/Functions,
 - i.e. VIN Code Scan or License Plate Decoder
- Users Will Want to Return to Site for
 - Parts Information
- Lasting Impression

ACES and PIES data award

about the award

This category is intended to recognize excellent source data. This is separate from the “Receiver’s Choice Award.” Each submission will be one ACES xml file (and its matching PIES xml file) that contains a single brand. The files must be files that have been sent to a trading partner within the past 12 months. Both the ACES and PIES files must pass XSD validations. All submissions should be made directly to the data assessment partner as indicated on the entry form. The data assessment partner will sign a non-disclosure agreement if the submitter deems it necessary.

award format

- Gold Only (3 Total) – Per Application-count bracket
 - Small – (10,000 – 49,999 applications)
 - Medium – (50,000 – 250,000 applications)
 - Large – (Over 250,000 applications)

eligibility

- **Company Type:** Manufacturer/Remanufacturer
- **Company Membership:** Auto Care Association member in good standing

judging

Each year, the ACPN Committee will select a data assessment partner, who will judge the ACES and PIES data files, utilizing the pre-defined judging guidelines outlined in this document. The data assessment partner will report the scoring results to the ACPN committee.

ACES and PIES data award cont.

submission requirements

1. Each company may submit one entry per category. The same content cannot be submitted by multiple people.
2. At least one representative from the submitting company must be present at the Knowledge Exchange conference to accept the award in the event that the company is selected as an award recipient. If there is no representative present, the company will be restricted from submitting for any awards the following year.
3. Entries must be received by the deadline along with completed forms (Found on www.autocare.org/ACPN):
 - Awards Entry Form
 - Participant Release and Acknowledgment

questions?

All questions regarding the ACES and PIES Data Award can be sent directly to ACPN Committee member [Nicholas Vallieres \(nvallieres@jnpsolutions.com\)](mailto:nvallieres@jnpsolutions.com).

ACES and PIES data award cont.

judging guidelines

The following judging guidelines are utilized to judge ACES and PIES files submitted by ACPN members for the catalog awards presented at the annual Knowledge Exchange conference. Each submission will be one ACES XML file (and its matching PIES XML file) containing a single brand. The files must:

1. Have been sent to a trading partner within the past 12 months.
2. Utilize September, October or November 2019 published database versions (VCdb, PCdb, Qdb, PAdb).

Both the ACES and PIES files must pass XSD validations. Submissions will be judged in three separate application-count brackets. In each bracket, eight general areas are evaluated by scoring specific measurements using pass/fail. The judge determines a total score by adding the general area scores using the weight percentages for each score. The ACES and PIES file with the highest score is considered the winner. In the case of a tie, the contenders will be re-examined to arrive at a subjective assessment of appropriate levels of over-mapping, effective use of the Qdb and appropriate use of the Note and MfrLabel tags.

Application-count brackets:

- Small (10,000 – 49,999 applications)
- Medium (50,000 – 250,000 applications)
- Large (Over 250,000 applications)

The content will be scored by the following criteria:

- **25%** Overlaps-free
- **20%** VCdb-coded configurations are valid based on the claimed VCdb version
- **15%** All part numbers in the ACES file are present in the PIES file
- **10%** All part numbers have PIES Digital Asset and Marketing Copy segment content
- **10%** All part numbers have PIES Attribute segment content (PAdb and/or free form)
- **10%** All part numbers have PIES Package segment content
- **5%** Applications are duplicates-free
- **5%** Qdb is in use and all references are valid based on the claimed Qdb version

CCPN installer's choice award

about the award

This award is presented by the [Car Care Professionals Network \(CCPN\)](#) in conjunction with the [Automotive Content Professionals Network \(ACPN\)](#) Content Excellence Awards. This category is for business-to-business systems that are either web-based or client-side install (app) supported. Client based installations need to have test environments pre-configured for ease of use during judging.

award format

- Gold, Silver, Bronze

eligibility

- **Company Type:** Distributors, Software Solution and Content Service Providers, Resellers
- **Company Membership:** Auto Care Association member in good standing
- **Platform:**
 - An eligible system must support a business transaction.
 - An eligible system cannot be manufacturer provided.
 - An eligible system cannot be consumer facing.
 - The entity entering their system for consideration must be currently consuming and utilizing industry standard data (ACES, PIES) and best practices.

judging

These awards are judged by a panel of [Car Care Professionals Network \(CCPN\)](#) Committee Members, following the judging guidelines outlined in this document.

CCPN installer's choice award cont.

submission requirements

1. Each company may submit one entry per category per employee. The same content cannot be submitted by multiple people.
2. At least one representative from the submitting company must be present at the Knowledge Exchange conference to accept the award in the event that the company is selected as an award recipient. If there is no representative present, the company will be restricted from submitting for any awards the following year.
3. Entries must be received by the deadline along with completed forms (Found on www.autocare.org/ACPN):
 - Awards Entry Form
 - Participant Release and Acknowledgment

questions?

All questions regarding the ACPN-CCPN Installers Choice Award be sent directly to ACPN Committee member [David Logan](mailto:david.logan@trico-group.com) (david.logan@trico-group.com).

CCPN installer's choice award cont.

judging guidelines

The following judging guidelines are utilized to judge business-to-business systems that are either web-based or client-side install (app) submitted by ACPN members for the catalog awards presented at the annual Knowledge Exchange conference. Five general areas are evaluated by scoring specific measurements on a scale from 1 to 4. The judges determine a total score by adding the general area scores using the weight percentages for each score. Each judge scores the web-based catalogs independently. Once all judges have submitted their total scores, the total scores from each judge are averaged for each catalog. The web-based catalog with the highest average score is considered the winner.

design (10%)

- Best use of screen real estate
- First Impression
- Use of Color
- Use of Graphics/Logos/Fonts
- Consistency/Continuity
- Overall Aesthetic Impression/Professionalism
- Contemporary Design

navigation (30%)

- Ease of Use
- Speed
- Logical Organization/Layout. Intuitive?
- Reasonable Number of Clicks to Find Something.
- Frictionless
- Site Map Provided/Help Features
- Filtering and Sorting Capability

unique features (25%)

- License Plate Lookup
- Vin Decoder
- OCR, Camera Integration
- Smart Recommendations
(Cross Selling based on repair occasion)
- Part Alias Search
- Geographical Awareness
- Predictive Smart Search
- Overall Ease of Finding Desired Product

order placement experience (20%)

- Job management feature
- Ease of use
- Intuitive

tech support (15%)

- Tech Support Hotline
- Service Chat Support
- Text Support Service
- Error Reporting Feature

receiver's choice awards

about the award

The Receiver's Choice award recognizes organizations that are supplying high quality content including ACES, PIES, digital assets and other customer specific formats. Honorees are selected by content receivers who support ACPN for their exemplary content and are leading the way in integrity, accuracy, timeliness, completeness, best practices and other proprietary specific judging criteria.

award format

- One award per participating content receiver company

eligibility

- **Company Type:** Manufacturer/Remanufacturer
- **Company Membership:** Auto Care Association member in good standing

judging

These awards are judged by participating content receiver companies utilizing the guidelines outlined in this document and potentially additional criteria that is specific to the way they conduct business. Please contact your data receivers for more information.

submission requirements

- **No submission required to be considered.**
- Please contact your content receiver to see if they are participating in this year's receiver's choice award ceremony at the annual ACPN Knowledge Exchange Conference to be considered for this award.

questions?

- To find out if your data receiver is participating in this year's Receiver's Choice Awards or to find out what additional criteria they may have, please contact them directly.
- All other questions can be sent to acpn@autocare.org.

receiver's choice awards cont.

judging guidelines

The following guidelines were established by the ACPN Committee and agreed to by the Data Receivers for the Receiver's Choice awards presented at the annual Knowledge Exchange conference. Below are the minimum guidelines for award selection. Note that many of the Data Receivers have additional criteria that is specific to the way they conduct business to determine their winners.

accuracy

- ACES delivery specifications are consistently being followed
- Part numbers must be accurately reflected in all application records
- Comments do not repeat values already identified within the Vehicle ID or Part Type/Position ID
- Comments do not conflict with Vehicle ID or Part Type values
- Usage of the most descriptive part types
- No Overlaps (Applications missing distinctions that allow for a clear choice of 1 part over another)
- Minimal Duplicates (Applications with same parts repeated using different notes/qualifiers)

completeness

- Includes all applications of a given Part Number
- Includes all applications for a given Part Type
- Supplier assumes responsibility for data provided by a third-party company
- Provides images and supporting image translation files
- Other content to be loaded by the Data Receiver

timeliness

- Provides data in a timely fashion without being asked to send the data
- Stays current with Auto Care Association or Data Receiver vehicle and part type tables
- Stays current with Data Receiver's monthly deadlines

consistency

- All data fields contain the proper type of information, no combinations
- Part numbers are applied to the proper Part Types
- Updates are sent in a consistent manner

delivery

- Adhere to Data Receiver's required record format
- Supplies all Data Receiver's required file identification information
- Provides current PDF or paper catalogs to Data Receiver as required
- Maintain consistent data frequency

communication

- Resolves data issues in a timely manner according to Data Receiver's requirements
- Frequent communication with Data Receiver to provide information on upcoming changes and updates