

# TecDoc data standard opens doors to markets

Tantivy Automotive is now a TecAlliance data supplier

Headquartered in the heart of Beijing, Tantivy Automotive is one of the world's leading suppliers of spare parts for Volkswagen, Skoda, Audi and Seat. It is unique in delivering a comprehensive product line-up with its brands vika and DPA, supplying customers with quality products in more than 60 countries. In order to further strengthen its position in the global market, Tantivy decided to collaborate with TecAlliance and become a data supplier for the TecDoc Catalogue. The feedback from customers in various countries proves that this decision was the correct one. Since then, Tantivy has posted a 150 percent increase in turnover.

The company's vision is to always be committed to the customer's success. 'We firmly believe that we can support the customer's objectives through patience and hard work', explains Zhongchuan Cao, General Manager of Tantivy Automotive. 'Honesty, trust, commitment and diligence have made us into what we are today. These qualities will also be the basis of our success in the future', Tantivy's General Manager is convinced. However, the experienced manager also knows that soft skills alone will not secure the company's future. Since Tantivy was founded in 2003, its striving for continuous improvement has enabled it to regularly identify not just successes but also potential for improvement in its quality management – for example in the quality of its spare parts.

## Data standard enables business across borders

At Tantivy, data management is also subject to the continuous improvement process. Until 2017, the supplier obtained external assistance to collect and maintain product data. However, the product data team found the task of keeping the data at a consistently high-quality level to be increasingly time-consuming. The ever-increasing quantity of data could hardly be managed. The result: A lack of consistency in the product data and a partly outdated data pool.

'Although we were delivering to locations around the world, our data was not in line with the TecDoc standard defined by TecAlliance. This caused a lot of challenges for Tantivy in the business and affected customer satisfaction'.

**'TecAlliance's market knowledge, response times and service are truly remarkable.'**

Zhongchuan Cao, General Manager  
Tantivy Automotive

## TecDoc Catalogue – one of the globally leading catalogues for vehicle spare parts

Within the framework of its strategy for 2017, Tantivy decided on a paradigm shift in data management and collaboration with TecAlliance. The data specialist isn't just a door-opener for new sales channels – it's also a coach. As the global market leader for automotive data management and integrated solutions for manufacturers, traders and garages, the specialist's TecDoc Catalogue is admittedly one of the world's leading and most comprehensive catalogues for motor vehicle spare parts. Without this data, players in the free parts market would be dependent on vehicle manufacturers' support. This standard makes it

easy for suppliers, wholesalers and independent garages to work together across borders.

In addition to Asia and North and South America, the TecDoc Catalogue is particularly widely used throughout Europe. It is absolutely essential for suppliers to include their data in the world's leading parts identification system, which also contains repair and maintenance data. With the TecDoc Catalogue, your products are in the public eye at the point of sale, where they are needed. International standards make collaboration easier and save costs and time.

Zhongchuan Cao, General Manager  
Tantivy Automotive

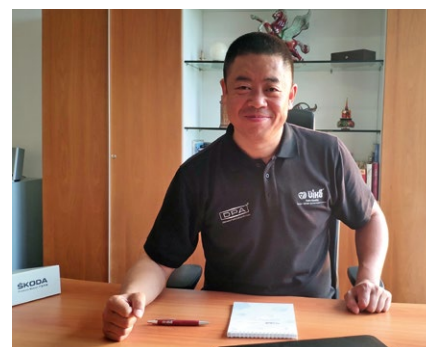




Photo: © Tantivy

The collaboration is providing Tantivy with interesting growth opportunities in Europe and worldwide. Global traders have been able to find Tantivy's leading brands easily since they were integrated into the TecDoc Catalogue.

#### **Strict requirements for data suppliers**

The success and pervasiveness of the TecDoc Catalogue can be attributed to the standardisation of information and the high quality of the data. To make this possible, data suppliers must adhere to strict requirements. The vehicle and product data must be available in precisely-defined formats so that TecAlliance can process it for the TecDoc Catalogue at the proven level of quality and provide it to the business through various interfaces. However, the task of maintaining and entering product data at the quality level required for integration into the TecAlliance system is sometimes quite complex.

TecAlliance has provided the DMM data management module to make the process of integration easier for suppliers. This data maintenance tool supports the provision of data at multiple levels. For example, suppliers can use

the correlation with criteria and generic articles to describe their products. This gives rise to high-quality data in the standardised TecDoc format.

#### **Continuous on-site support from TecAlliance**

The collaboration with TecAlliance entailed internal changes by Tantivy. Two employees were hired just to prepare the data from DPA and vika. When setting up an internal 'TecDoc Catalogue' department, the spare parts supplier worked closely with the team in the TecAlliance Shanghai office. In addition to the direct contact person Ling Wang (Account Manager Local Data Suppliers), TecAlliance China employs 36 experienced specialists, including those in data management and data standardisation.

'One big advantage was that TecAlliance was able to provide us not just with experts, but with native speakers having comprehensive market knowledge. The communication, response times and service are truly remarkable', explains Zhongchuan Cao with satisfaction.

Feedback from the market proves that the decision to choose TecAlliance was absolutely right. The standardised data led to a new global inter-

pretation of Tantivy's vika and DPA brands.

#### **Tantivy's sales volume has gone up by 150 percent**

The figures speak for themselves: Since the data was integrated into the TecDoc Catalogue, Tantivy's sales volume has gone up by 150 percent. 'All in all, the standardised data portfolios enabled us to significantly simplify and speed up communication between old and new customers.' And this is expected to continue. After all, one of Tantivy's primary objectives is to expand and maximise the professional, high-quality standard of data management. In this regard, Tantivy is always interested in a win-win situation.

'High-quality data makes it possible for Tantivy to access new customers and markets. We should have chosen TecAlliance a long time ago', says Zhongchuan Cao. Data management is just the first of many projects that Tantivy would like to tackle in collaboration with TecAlliance. The next milestone is the introduction of an online ordering system.

#### **Why TecAlliance?**

With data, processes, integrated solutions and comprehensive consulting services, TecAlliance provides a portfolio for the market participants in the digital aftermarket that makes you more successful in the long term.

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