



What's Your Parts Catalog ROI?

Analyzing the ROI of a Modern Parts Management Solution!

Publishing a parts catalog online is a great way for OEMs to expand sales revenue and top line profits. But the benefits of managing parts information in a relational database go way beyond sales and marketing.

What other business processes and departments are affected by an improved parts management system? This sheet aims to show how a digital parts management platform dramatically affects operational efficiencies in a number of areas.



Technical Publishing

Publishing teams can't keep up with new models, much less keep older parts catalogs up to date.



Documoto puts parts data into a relational database to enable content re-use and updating, saving hours of time traditionally spent recreating content and formatting.



Service Technicians

Service techs and mechanics still use printed parts books and outdated PDFs to ID replacement parts and diagnose problems.



Documoto gives service organizations a reliable source for parts info, and the Cloud Library stores repair videos and other support materials.



Aftermarket Sales

Aftermarket salespeople waste hours on the phone searching for parts.



Documoto cuts call volume and average time per call thanks to customer self-service and quicker parts lookup.



Engineering

Engineers spend a great deal of time providing internal technical support and confirming parts information.



Documoto lets engineers spend their time on design and manufacturing, not publishing or product support.



Dealer Network

Dealers don't have access to critical OEM product information that helps them sell parts and solve equipment owners' issues.



Documoto fosters dealer support and increases part sales with Cloud Library and Storefront.



Customer Support

Customer technical support personnel must search multiple systems and information sources to answer customer inquiries.



Documoto provides a centralized source of information that is correct and current.

= Time/Cost Savings = Revenue Gains



Users See Up to a 1200% Return

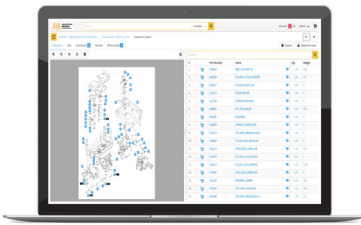
Start Benefiting From the Following Rewards:



Publishing Productivity

Content database empowers rapid publishing and real-time updating

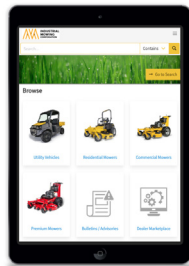
- Publish new parts books in 50% of the time required by desktop tools
- Perform updates to catalogs in less than 10% of the time, and achieve 99+% accuracy
- Enable publishing teams to meet deadlines for new product documentation, capture engineering changes and manage part supersessions



Part Sales Revenues

Satisfy buyers' demand for convenience & gain market share

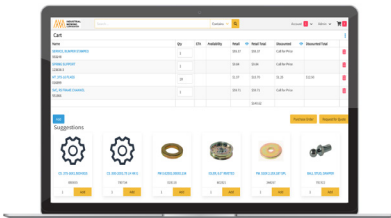
- Improve customers' buying experience with interactive digital catalogs and increase online sales by 40-60% compared to PDF catalogs and email inquiry forms
- Documoto users average a 3-5% increase in overall part sales revenues due to parts catalog availability and ease-of-use



Service Delivery Efficiency

Faster repairs, greater uptime, and improve machine uptime

- Service technicians spend over 25% of their time searching for information and identifying needed parts – Documoto cuts research time up to 50%
- Looking up parts in paper manuals and outdated PDFs causes up to a 25% error rate in parts orders. Documoto users report 99% ordering accuracy, reducing part returns and boosting productivity for service calls



Order Processing & Customer Support

Boost customer satisfaction & re-focus on urgent tasks

- Reduce call time for technical support and parts orders—while improving customer service—with fast, accurate parts lookup
- Searching technical information and identifying parts takes 50-70% less time using Documoto Cloud Library
- When customers can access parts and technical documentation with self-service, aftermarket sales and help desk personnel can focus on higher value activities
- Documoto reduces call volume for customer support and part orders by 50-90%

The Documoto Sales team has the data and tools to analyze potential savings and returns for your business environment. Call us at [303-957-2822](tel:303-957-2822) or send us an email at Sales@Documoto.com and we'll help you figure out if Documoto is right for you!