MASTER THE AUTOMOTIVE AFTERMARKET

WITH
ACES® and PIES™

ACES
AFTERMARKET CATALOG EXCHANGE STANDARD

PIES
PRODUCT INFORMATION EXCHANGE STANDARD

A Roadmap to the Industry Standards that Drive Success in the Automotive and Heavy-Duty Aftermarket

pivotree™

WHAT'S INSIDE

Maintained by the Auto Care® Association, ACES® and PIES™ are your roadmap to navigating the complex world of automotive aftermarket parts and product data. These industry standards ensure fitment and product information is accurate and understood. Leveraging these standards within your commerce ecosystem will ensure a smooth ride to achieving your key business objectives.

ACES® and PIES™ standards are complementary. When consistently used together, these standards ensure product information is accurate, complete, and up-to-date. This, in turn, helps improve customer experience and supply chain efficiency while accelerating time-to-market.

Here's why these standards are essential to the automotive aftermarket industry:

- ✔ Efficient and standardized data exchange between manufacturers and distributors or retailers

- ✔ Better data interoperability between systems

- ✔ Reduced data discrepancies and redundancies between systems

- ✔ Improved catalog management powered by comprehensive product data

- ✔ Better market access to retailers and marketplaces that are ACES® and PIES™ compliant

ACES® and PIES™ Quick Facts

ACES® provides a standardized format for encoding data related to vehicles (year, make, model, and engine) and products.

The ACES® standard is crucial for ensuring compatibility and interchangeability of fitment-driven products. It helps manufacturers, distributors, and retailers communicate and manage product information efficiently.

The ACES® Vehicle Configuration Database (VCdb) covers cars, light trucks, medium/heavy duty trucks for North America, Central America, and South America as well as power sports and off-highway equipment.

The VCdb has over 175K vehicle configurations (car, light truck, medium/heavy duty). Off-highway and equipment is over 16.5K vehicles.

ACES® is also used with the Qualifier Database (Qdb), which helps standardize fitment terminologies and expressions, and the Product Classification Database (PCdb), which is a structured product classification hierarchy providing a standardized coding system for product terminologies.

PIES™ focuses on detailed product information such as part numbers, descriptions, pricing, images, and other descriptive marketing attributes necessary to sell the product.

PIES™ enables the standardized exchange of comprehensive product data between manufacturers, distributors, and retailers, facilitating accurate representation of aftermarket products in catalogs and other sales channels.

PIES™ data covers 32K+ product types.

These types are organized into product categories.

The data includes product attributes, brand IDs, prices, dimensions, weight details, kits, etc.

It also includes digital assets, marketing content, UPC codes, hazardous material information, and country of origin.

PIES™ standards include the Product Classification Database (PCdb), Brand Table, and Product Attribute Database (PAdb).

ACES® and PIES™ Non-Compliance is Like Driving Blind

Non-compliance can hurt a business without ACES® and PIES™ preparedness, leaving your business vulnerable to unexpected risks and challenges.

Delayed Product Launches
Non-compliance with industry standards can lead to prolonged development cycles and delayed product launches, impacting the organization's ability to swiftly introduce new offerings to the market, thereby slowing time to market.

Interoperability Issues
Failure to comply with the industry standard may lead to interoperability issues, making it difficult for systems to communicate effectively with one another. This can result in data inconsistency, errors, and inefficiencies in data exchange processes.

Increased Costs
Implementing non-compliant data exchange formats may require custom development or middleware solutions to bridge compatibility gaps. This can significantly increase implementation costs, as well as ongoing maintenance and support expenses.

Inaccurate Catalog Information
Non-compliance may lead to inconsistent and inaccurate product data in catalogs, causing confusion for customers and hindering purchasing decisions.

Supply Chain Disruptions
Lack of standardized data may disrupt supply chains, causing delays, errors in inventory management, and increased operational costs.

Reduced Customer Trust
Inconsistent data erodes customer trust, potentially leading to dissatisfaction, returns, and damage to the reputation of the business.

Missed Sales Opportunities
Non-compliance may exclude businesses from participating in certain marketplaces or partnerships that require adherence to industry standards, resulting in missed sales opportunities.

It's Time to Take the Wheel

Now that you know why ACES® and PIES™ are not just a "good-to-have" in the automotive aftermarket, here are nine key steps you can take to ensure adherence:

1 Build strong expertise on ACES® and PIES™ standards, including data format, structure, etc.

2 Ensure that your personnel, systems, and processes are aligned to ensure accurate differentiation between ACES® and PIES™ standards.

3 Know that the Auto Care® Association publishes ACES® and PIES™ standards monthly. Changes and enhancements are industry-driven through Auto Care® VIP and work groups.

4 The Technology Standards Committee (TSC), made up of industry volunteers, oversees the standards which are regularly updated through industry engagement and voting to ensure relevance.

5 Utilize the right tools (eg. master data management (MDM), product information management (PIM)) with ACES® and PIES™ standards built-in for efficient data creation and validation.

6 Ensure smooth integration of the MDM/PIM system with distribution channels to accelerate speed-to-market and ensure instant updates to resellers.

7 Develop a comprehensive data mapping strategy to transform existing data into the required ACES® and PIES™ formats.

8 Foster a culture of collaboration between departments to ensure that all relevant data is captured and represented in compliance with ACES® and PIES™ standards.

9 Conduct training and awareness programs to ensure that your teams understand how to drive compliance to these standards.

Accelerate Auto Parts Classification with Pivotree

Pivotree's data classification service uses proprietary automation tools, enabled by generative AI and machine learning, to accelerate the classification of product data into the ACES® and PIES™ data models. Our solution is engineered to seamlessly integrate with any MDM/PIM system, empowering customers to effortlessly incorporate it into their current processes and systems while expediting their journey through the ACES® and PIES™ standards.

A Case Study in Data Transformation

KEY RESULTS

- ⊘ 50x faster SKU onboarding
- ⊘ 90% more accurate
- ⊘ 30% cost reduction

A key player in the heavy-duty aftermarket, specializing in heavy-duty commercial vehicle products was looking for a way to expedite the mapping of 950K product SKUs to the PIES™ PCdb standard. Renowned for being one of North America's most extensive heavy-duty service networks with over 1,000 dealers, this client needed accurate data and a robust Master Data Management strategy.

Pivotree was instrumental in helping the organization visualize and implement this strategy. A pivotal step in the process involved the transformation of their data to align seamlessly with the PIES™ model, ensuring conformity and efficiency in their operations.

THE CLIENT'S GOALS

Create a single source of truth for all product data and leverage PIES™ to transform it.

Syndicate/integrate their product content with outbound systems, websites, etc.

Provide access for subsidiaries to updated and accurate data.

Develop PIM and DAM functionalities such as features to manage hierarchies, enrich data, workflows, in-app reporting, etc.

Achieve faster time-to-market with the right content to the right audience.

Implement data readiness and data governance policies.

KEY DELIVERABLES

- ✓ Develop 3 taxonomy hierarchies
- ✓ Data migration and digital asset management
- ✓ Establish workflows, roles, and a user interface
- ✓ Create business rules
- ✓ Program key integrations
- ✓ Construct reports
- ✓ Develop a supplier portal

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Start Your ACES® and PIES™ Journey Today!
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