



# Transforming Auto Parts Data to the PIES Standard

Powered by Pivotree™ DIVE Technology

## The Challenges of Managing Data in the Automotive Industry

In the automotive industry, businesses that sell automotive parts generally rely on the Product Information Exchange Standard (PIES) to ensure that their product information for aftermarket auto parts aligns with an internationally recognized, standardized categorization system.

Using PIES data, sellers categorize product information by identifying the product's composition, origin, measurements, price, dimensions, weight, and other data. By describing the product using PIES-aligned categorization data within the PIES database, businesses can be confident that their product information remains accurate, up-to-date, and consistent across their sales channels.

Unfortunately, however, the initial setup of the PIES data model can take several weeks or months and involve significant effort and resources to map the data from the source systems to the PIES model. This process may require data cleansing, formatting, and transformation to ensure that the data is accurate, complete, and compliant with the PIES standard.

Pivotree recently worked with a leader in the heavy-duty after-market parts for trucks, primarily focusing on class 6-8 vehicle markets. This client has the industry's largest service network of more than 1,000 dealers across North America and was looking to transform how they do business. Having accurate data and a Master Data Management strategy, with powerful tools to enable it, was the key to helping this client achieve successful outcomes. To help them envision and execute their data management strategy and needs we needed to transform the data to adhere to the PIES model.

**Pivotree™ DIVE, our proprietary machine learning tool, was used to transform 950K SKUs to the PIES standard 50x faster, 90% more accurate and 30% cheaper than manual processes.**

## The Client's Goals

- Creating a single source of truth for all product data: transforming data to PIES
- Syndication/Integration with outbound systems, websites, etc.
- Providing access for subsidiaries to access the most updated and accurate data
- Development of PIM and DAM functionalities such as features to manage hierarchies, enrich data, workflows, in-app reporting, etc.
- Achieving faster time-to-market with the right content to the right audience
- Implementing Data Readiness activities and Data Governance policies



## From Engagement to Delivery

Engagement began with discovery sessions between the client, Pivotree and a strategic master data management partner. Pivotree facilitated the sessions and ensured that the team was clear on the customer's strategic goals and desired business outcomes.

Other key deliverables with this project included:

- Developing 3 Taxonomy Hierarchies
- Data Migration & Digital Asset Management
- Establishment of Workflows, Roles and UI
- Creating Business Rules
- Programming Key Integrations
- Constructing Reports
- Developing a Supplier Portal



Pivotree designs, builds, and manages frictionless commerce experiences for brands and their customers around the world. When customers trust they can find, buy, and get the products they want, when and how they want — we call that experience frictionless commerce and Pivotree is leading the charge.

## Let's Get Started

Pivotree's data classification service is designed to help businesses improve the accuracy and efficiency of their data classification process for auto parts. The service leverages the DIVE tool, which uses ML and Intelligent Automation to automate the classification of parts data into the PIES model. The solution is designed to work with any PIM/MDM System, allowing customers to seamlessly integrate the solution into their existing processes and systems.

This service is offered to all clients through subscription-based pricing for ongoing support and maintenance, including consistent training on the latest version of the AutoCare standards and processing of existing data to ensure the client's compliance with current standards.

**For more information,  
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