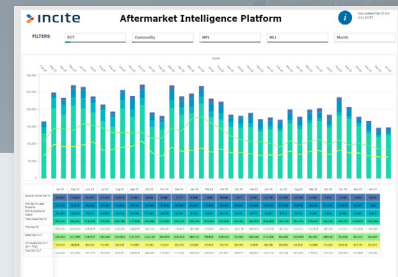
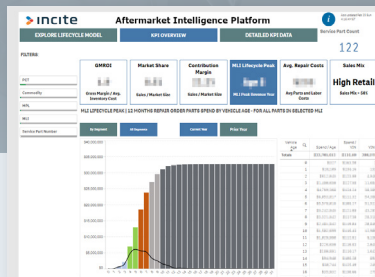
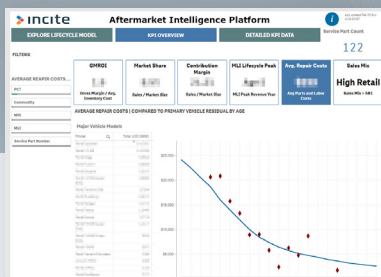


# Incite Aftermarket Intelligence Platform

The aftermarket parts sector offers a consistent and robust profit for automakers, their branded suppliers, and OEMs in other markets such as marine, shipping, motorsports, home appliances, and more. Yet the competition for commodity parts is fierce and managing complex wholesale channels can be challenging.

This is why Incite has created the Incite Aftermarket Intelligence Platform, an analytics-driven platform that empowers manufacturers to significantly boost their aftermarket revenue by increasing margins, understanding inventories, and capitalizing on missed opportunities. Aftermarket Intelligence collects, collates, and analyzes an organization's internal data with external data sources, creating a single portal that provides analytic insights and predictive forecasts across a company's entire aftermarket portfolio. By continually updating information on parts, pricing, back orders, supplier inventories, channel sales, and customer demographics, this platform enables aftermarket divisions to swiftly and accurately answer the critical questions that drive their business, saving countless hours previously lost to manual reports and data management.



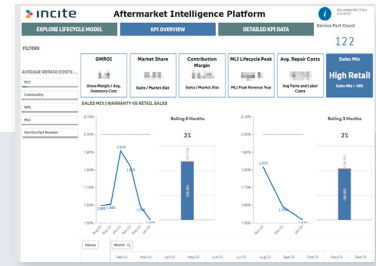
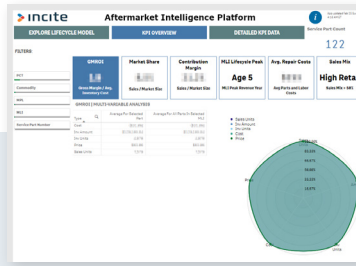
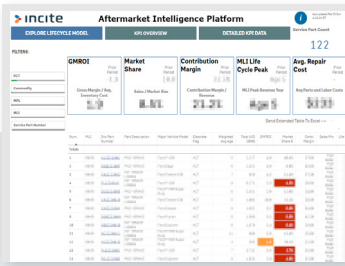
Discover relationships between product sales, supplier inventories, and sales channels to predict stocking levels, understand part lifecycles, and optimize sales.

## Improve market share

Benchmark your pricing and market reach against competitors to see the full scope of your market-share potential. Explore “what-if” scenarios to explore ways of maximizing part-level revenues, driving additional sales, making profitable product-line adjustments, and winning regional and national markets.

## Manage inventory

Achieve complete visibility into part inventories and supplier coverage to identify and address capacity shortfalls, right-size inventory levels, and ensure adequate product availability. Employ algorithms to predict a part's optimal service life to mitigate the risks associated with unsold parts, oversupply, and product write-offs.



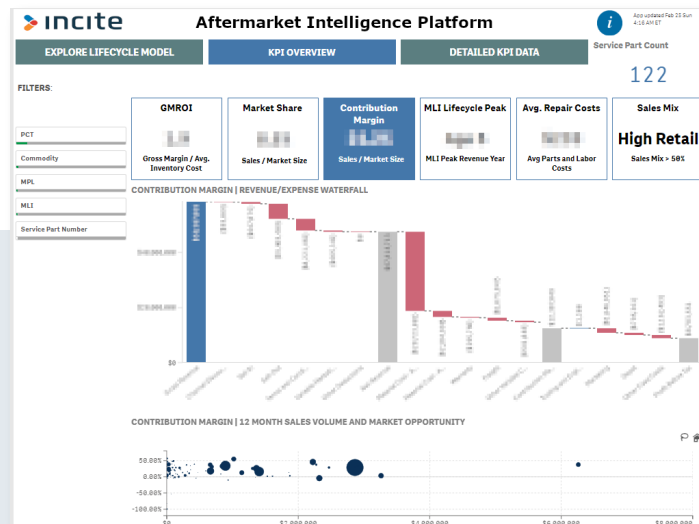
Absorb and analyze a multitude of disparate sources of information from internal and external data sources to rapidly gain business-changing insights.

## Reduce costs

Gain a granular understanding of repair-level quantities, product revenues, and labor costs on a part-by-part basis. Leverage this information to fine-tune pricing, optimize training, and adjust production to maximize profit margins for each component.

## Improve customer retention

Evaluate dealer performance to determine successful strategies and pinpoint areas for improvement. Use these insights to develop programs that increase customer retention and drive revenue growth.



Fully understand and optimize your aftermarket parts business using a wide variety of metrics and easily-interpreted visualizations.

## About Incite

Incite is transforming the analytics space by solving complex business problems that are fundamental to success in a digitally dominated landscape. The company's unique and people-focused approach allows them to partner with clients to frame, solve, and execute on a wide range of challenges to create long-term value. Fortune 500 companies across multiple industry sectors have relied on Incite's carefully curated senior team of practitioners to help them in a variety of mission-critical applications including increased manufacturing uptime, autonomous-vehicle deployment, improved physician performance, and exceptional customer experiences. Founded in 2010, Incite is headquartered in Detroit.



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