

Infopro Digital Automotive Expands Ino'Shop e-commerce platform, Ready to Serve 12 Countries and Grow Beyond Current User Base of 35,000

This major launch of Ino'Shop illustrates our strong ambition to provide a one-stop-shop platform with accurate and relevant OE and Aftermarket data to help any automotive aftermarket business outperform 24/7 and not miss a single sale!

Infopro Digital Automotive continue to focus on delivering high value-added functionality that supports our customers' growth across all regions and boost their business. We aim to help them reduce costs while automating their sales, marketing, and supply chain processes.

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Infopro Digital Automotive, a leading global provider of data and software solutions for the automotive aftermarket, announces a major release of its e-commerce platform, Ino'shop. This new version marks a significant milestone in our international expansion, with a clear ambition: to offer our +35,000 users a best-in-class, one-stop-shop, international platform that combines an e-commerce platform, with a native catalog that includes comprehensive OE and aftermarket data repositories.

Ino'shop simplifies the sharing of pricing and stock information, streamlines order processing and tracking for OEMs and distributors, networks and car centres, and includes an integrated return management module. This platform opens new sales channels, maximizes business opportunities and enhances efficiency of selling spare parts, tyres, oils and lubricants, and accessories.

What's New?

- **Comprehensive Data Repository:** The platform now features an exhaustive, ready-to-use data repository that functions in standalone mode, including OEM and Aftermarket spare parts accessories, consumables, tyres and lubricants. This extensive vehicle database caters to international customers across dozens of countries, including Austria, Belgium, Germany, France, Italy, Netherlands, Poland, Portugal, Spain, Sweden, Switzerland and the UK. Expands your business into new activities and geographical areas from a single, highly flexible platform. It seamlessly integrates with any ERP/DMS for the OE/IAM repository

Enhanced Technical Data: The new version of Ino'shop provides native accurate automotive technical data, including OE labour time, along with modern and intuitive graphic boards.

- **Dynamic ERP/DMS synchronization:** This solution offers dynamic connections over 40 ERPs and DMS on the market, synchronizing prices, stocks and orders in real-time. This extensive integration can be easily extended to any ERP/DMS, including Infopro Digital Automotive ERP's.

"We are very focused on providing a highly flexible and intuitive platform that meets the needs of our customers, whatever the context in which they operate, to deliver the best possible customer experience and business value" says Alexis Uzan, Product Director for Infopro Digital Automotive

Future Enhancements

Soon, Ino'Shop is poised to introduce Smart OE and VIN filtering features, revolutionizing the process of matching AM part references with the vehicle's original equipment OE reference. This innovation will simplify the selection process of spare parts, save users precious time, drastically reduces parts returns by two-thirds, and lower associated logistics costs, thereby reducing carbon footprint

About Infopro Digital Automotive

Infopro Digital Automotive is the automotive division of the larger group Infopro Digital. With over 70 years of experience and nearly 900 employees in 11 countries, we develop digital tools and software dedicated to the performance of decision-makers in the various sectors of the automotive aftermarket industry. Our services benefit various automotive stakeholders, including car manufacturers, aftermarket parts producers, distributors, and workshops. Our brands: ETAI, HaynesPro, OATS, Inovaxo, Autronica, ETAI Ibérica, IsiCondal, Caroline, Haynes, DriveRightData

To find out more: www.infopro-digital-automotive.com

Press contact:

Infopro Digital Automotive: Simone.strimber@infopro-digital.com or violaine.bazil@infopro-digital.com