



Simplifying Distribution: Introducing New OATS Lubricants Data, a Solution of Infopro Digital Automotive, at Automechanika 2024

Infopro Digital Automotive launches the OATS Distributor Solution, a new product set to transform how distributors manage and utilize lubricant data, offering a comprehensive and up-to-date database to enhance decision-making, customer service, and catalogue management.

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Infopro Digital Automotive, a global leader in data and software solutions for the automotive aftermarket, at this year's Automechanika trade show announces the launch of a new lubricants data solution tailored specifically for distributors. Built on the extensive and unmatched expertise of OATS, a pioneer in advanced data solutions for the vehicle lubricants industry, this solution leverages the most comprehensive database of oils and lubricants available. OATS' exceptional capability to improve efficiency for lubricant manufacturers, distributors, and networks through precise data insights and customized matching services is the foundation of this new offering.

Simplifying Lubricant Distribution

The new solution addresses a critical challenge faced by distributors: the complexity of managing a diverse range of lubricant products from multiple brands. Distributors often struggle to keep up with the continuous influx of new products, specification changes, and equipment releases. This complex, resource-intensive process is now simplified with the new OATS distributor-focused solution.

Key Features of the New Lubricants Data Solution:

- **Continuous Product Updates:** Ensure your offerings include the latest lubricant products.
- **Real-Time Specification Changes:** Automatic updates ensure your product information remains accurate.
- **New Equipment Integration:** Match lubricants to newly released machinery and vehicles.
- **Adaptation to New Specifications:** Stay compliant with the latest industry standards.
- **API Feeds:** Seamlessly integrate our data into your existing systems, enhancing your current solutions with minimal effort.

- B2C & B2B Oil Selector Tools: Provide your customers with easy-to-use tools that ensure accurate lubricant recommendations, driving sales and customer satisfaction.
- Product & Equipment Analytics: Gain valuable insights into product performance and market trends.
- Fleet Surveys/Quotations: Streamline your fleet management processes with accurate, data-driven surveys and quotations.
- Product Cross Reference Tools: Easily identify equivalent products across different brands, simplifying your inventory management.
- Electronic Catalogues: Build and maintain up-to-date, comprehensive catalogues tailored to your distribution needs.

Driving Efficiency and Satisfaction

This new solution is designed to empower distributors with a fully managed service that reduces the complexity of product management. By utilizing OATS' advanced data and matching capabilities, distributors can focus on business growth while providing accurate and reliable lubricant recommendations to their customers.

Regis Sandrin, Executive Director of Infopro Digital Automotive, commented, *"Our new OATS lubricants data solution exemplifies our dedication to delivering tools that drive efficiency and accuracy for distributors."*

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: ETAL, HaynesPro, OATS, Inovaxo, Autronica, ETAL Ibérica, IsiCondal, Carooline, Haynes, DriveRightData

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

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