



TALKING PICTURES v7

Content Management for the Automotive Aftermarket

Talking Pictures is the most feature-rich Content Management System (CMS) available to the aftermarket today. This uniquely powerful system is designed for the specific needs of aftermarket companies including manufacturers, distributors, importers and program groups.



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Talking Pictures makes it easy to:

- »»»» Manage all aspects of part and application data from a single, centralized system
- »»»» Collaborate and share data across various roles and functions within an organization
- »»»» Output application and part data in industry-standard formats including ACES and PIES
- »»»» Provide timely, accurate information to trading partners across the supply chain
- »»»» Distribute product catalogs in multiple formats, including print and electronic media

Talking Pictures allows aftermarket companies to manage all of their content



Application Data
Product Attributes
Digital Assets
Interchange Information
Marketing Materials
Bill of Materials
OE Research
Engineering Information
Pricing Information
VIO Information

Accurate Data Drives Business Success – **BENEFITS**

Increase Sales

Give your trading partners the product and application data they need and the rich media content they want in order to sell more of your products

Minimize Time to Market

Quickly, seamlessly and professionally publish current catalog data in any of the industry-standard formats your trading partners require, via CD/DVD, the Web or print media

Improve Data Quality & Security

Ensure that all of your product and application data is entered accurately into a single, central database that is fully secure and accessible by authorized users across departments and locations

Eliminate Data Redundancy

Merge data from a variety of sources into your CMS to ensure that all your staff and trading partners are accessing the same accurate, up-to-date information

Increase Productivity

Enable collaboration by allowing staff across departments, roles and locations to access, use, manage and update data from a centralized CMS system

Reduce Costs

Manage the entire product lifecycle with a CMS designed to speed user adoption, prevent duplicated effort and minimize cost of ownership

Talking Pictures has transformed IMC in so many ways – from managing hundreds of suppliers' data to expanding coverage to efficiently servicing eCats, program groups, retailers, andetailers. Since we implemented Talking Pictures our sales have increased significantly

Bart Noyes, Chief Information Officer | **IMC**



Talking Pictures allows Dayco's catalog, engineering, and marketing staff in disparate locations to access a single, central database. This reduces data redundancy and duplication of effort maximizing productivity and effectiveness.

Bob Waibel, Director of Product Management



When Chrysler entered the aftermarket, we needed a tool to manage and publish our application data. Talking Pictures was pivotal in Chrysler building an aftermarket presence. We are now delivering accurate, up-to-date, standards-compliant catalog data to all our trading partners.

Jack Saunders, Wholesale Business Development



www.soleniuminc.com

FEATURES:

Intuitive, easy-to-use interface

User-defined dashboards and preferences

User-definable fields throughout the system

Job scheduler with validation of ACES XML

Workflow management for common tasks

Audit log with detailed history of changes

Hosting at Solenium or on-site

Scalable, open standards-based technology

Full product life-cycle management

Part substitutions management

Management for bills of material/kits

User-definable pricing management

Single, central data repository

Comprehensive mass data aggregation

Full data import and export

Output & load in ACES, PIES, Legacy and others

Automatic conversion of ACES data to legacy

Automated data validation

Automatic AAIA Refresh (ACES, PIES, MM)

Extensive OE information management

Expert support from aftermarket veterans

Comprehensive multi-language support

Full multimedia support (part and application)

Multi-brand support with brand ranking

Publish and manage digital assets

Manage rich content for finished goods

Publish part/application interchanges

Produce printer-ready publications

Create CD/DVD smart catalogs

Private label / customer-specific catalog

Full-service Web cataloging suite

Automated buyer's guides

Multi-region, multi-motive-type support

Source data separate from industry data

Full "net change" for partner synchronization

Automated supercession processing and tracking



For more information, contact Solenium Group

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