



*The Industry's Most Advanced, Most Feature-Rich,  
Catalog and Product Information Management System  
(PIM)*

## Overview

### Catalog and Product Information Management Solutions

**TALKING PICTURES**



*The Industry's Most Advanced, Feature-Rich Catalog and Product  
Information Management System (PIM)*

Development / Aggregation, Management, & Distribution







# Catalog and Product Information Management Platform

Proven ... For All **VEHICLE TYPES**





# Catalog and Product Information Management Platform

Proven ... For **INDUSTRY STANDARDS & DATA SOURCES**



IHS Markit™

**MOTOR**



Experian™

A world of insight



autocare™  
ASSOCIATION

Independence drives us.





# Catalog and Product Information Management Platform

Proven ... For **INDUSTRY DATA OUTPUT**





# Catalog and Product Information Management

Trusted By Businesses of All Types and Sizes  
Selenium is the chosen partner to some of the world's premier brands



... and more ...





## Rich Digital Content for your products Drives Business Success – BENEFITS

- **Increase Sales**

Talking Pictures allows you transform your 'data' into a very valuable asset through the addition of Rich Digital Content. Rich Digital Content sells more products. Talking Pictures allows you to consistently, regularly, and accurately publish your data to your customers, e-catalog companies, e-Commerce marketplaces, and throughout all of your other your distribution channels.

- **Minimize Product Returns**

Accurate, descriptive product information will help the customer to buy the right part ... the first time. Rich Digital Content sells the right products. Talking Pictures helps you to minimize the tremendous cost of dealing with product returns.

- **Speed to Market**

The Supply Chain can only be successful with a complimentary Data Supply Chain. The sooner your 'data' is available to your distribution channels, the sooner you'll realize your uptick in sales. The streamlined flow of Rich Digital Content is crucial to your business success.

- **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**

Eliminate data silos and data redundancy with a single powerful, secure, corporate data repository serving the needs of all your staff and trading partners.

- **Increase Productivity**

Talking Pictures facilitates the creation and maintenance of Rich Content for products and applications with smart, rapid development dashboards and tools.

- **Reduce Costs**

Manage the entire product information lifecycle with Talking Pictures, the Industry's Most Advanced, Feature-Rich Catalog and Product Information Management System (PIM), designed to speed user adoption, prevent duplicated effort, and minimize cost of ownership.



**AGGREGATE**

---

product and application data from your vendors

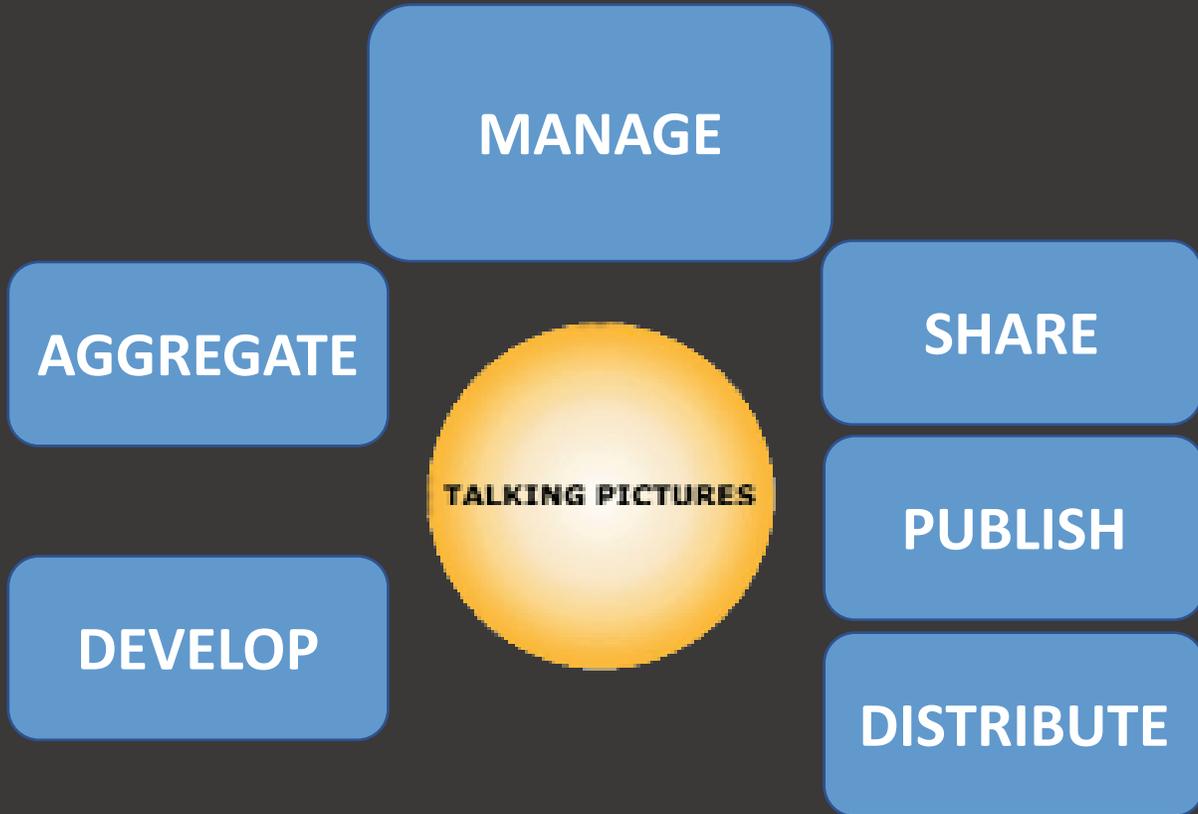
---

**DEVELOP**

---

Rich content for products and applications with smart, rapid development dashboards and tools

---



**MANAGE**

---

product and application information in a secure, centralized System

---

**SHARE**

---

data securely throughout your organization

---

**PUBLISH**

---

electronic/web & hard copy catalogs

---

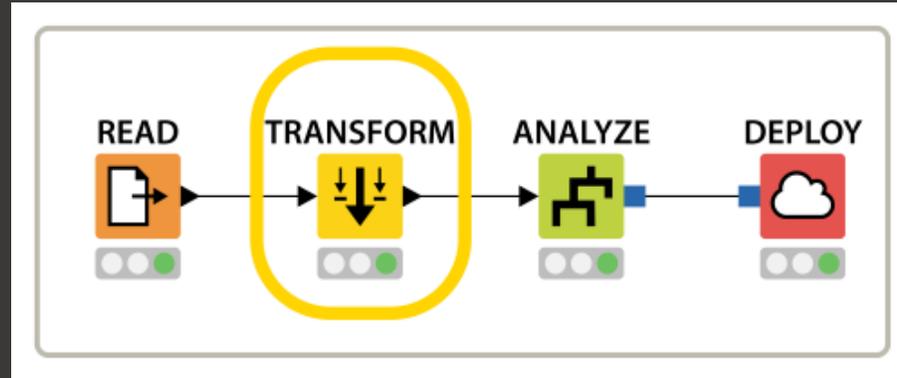
**DISTRIBUTE**

---

highest quality product and application data to your trading partners



Powerful tools for the validation, transformation, normalization, and integration of data from multiple *'disparate'* sources



**PRODUCT DATA**



**TALKING PICTURES**



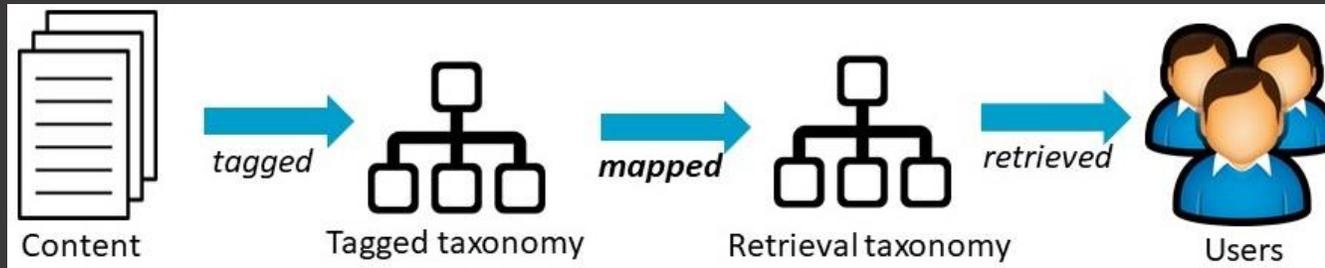
**APPLICATION DATA**





# Expert Data Mapping, Data Conversion, and Data Consulting Services

Standardization of nomenclature, classification, hierarchy, and attributes for products and applications



**PRODUCT DATA**



**APPLICATION DATA**



## Highest Degree of Compliance to Industry Standards

### PRODUCT DATA



TALKING PICTURES

### APPLICATION DATA





# Unparalleled Product Information Management Functionality – FEATURES

Highest compliance with ACES and PIES with automated updates for AutoCare's ACES tables	Rapid Product and Application development dashboards and preferences	Powerful user-extendible database design	Job scheduler for automated and unattended aggregation and production of ACES and PIES data	Workflow management for Product and Application development	Detailed transaction Audit Log with detailed history of changes
On-Premise or Cloud Hosting - SaaS or Software License.	Scalable, open standards-based technology (MS SQL Server)	Empower your sales team, tech support with 24x7 web-based access to your product and application information.	Any-Motive capabilities (Medium/Heavy Duty, On/Off road, Industrial, Powersports, Marine, and more)	Multi-REGION / Multi-Country support with user configurable Vehicle tables to comply with other global standards	User definable hierarchy, classification, and standardized nomenclature, with extensive data validation
Single, central data repository	Comprehensive mass data aggregation, validation, and normalization	Secure data access (API and Import/Export)	Automated buyer's guides (with optional VIO)	Full open API for integration with other systems	Management of Supercessions and Substitutions
Extensive OE information management	Expert support from aftermarket veterans	Comprehensive multi-language support	Full support for Digital Assets (part and application)	Multi-Company, Multi-Brand support	VIO Analytics with direct integration with industry's leading data sources
Manage Rich Digital Content for all of your products	Manage part and application interchanges	Produce printer-ready publications	Easily manage Private label / customer-specific information	Powerful web-based product and catalog lookup (Responsive design for use on all devices), can easily be integrated with any website	Empower your sales team, tech support with 24x7 web-based access to your product and application information.
Integration with VIN Lookup and License Plate lookup services	Intuitive, easy-to-use interface	Management for bills of material/kits	Full product life-cycle management	Comprehensive support of Qdb, PAdb, and Medium / Heavy Duty Configurations	Partnerships facilitating a total all-in-one solution





# Aftermarket Focused...

**Company**

**Software**

**Services**

**Expertise and Experience**





[www.soleniuminc.com](http://www.soleniuminc.com)

*Thank You*

