

Road to the Connected Aftermarket

TecCom Community Meeting
24.09.2025

Chief Data & Technology Officer (CDTO) - Board Member Managing Director Caruso Dataplace



Marina Ribke

- Started on 01.01.2025 at TecAlliance and Caruso Dataplace
- Extensive knowledge in Data Platforms, Software Architecture, Data Ecosystems and Automotive
- Recent roles:
 - Chief Enterprise Architect at Mercedes
 - Head of Catena-X Architecture



Mercedes-Benz



Catena-X
Automotive Network

DIGITALIZE TO INNOVATE

Journey to the connected aftermarket

Marina Ribke - CDTO

DOES THE AFTERMARKET HAVE A BUTTON TO **SELL AND DIFFERENTIATE** HERE?

END-2-END CONVENIENCE

PREDICTIVE MAINTENANCE

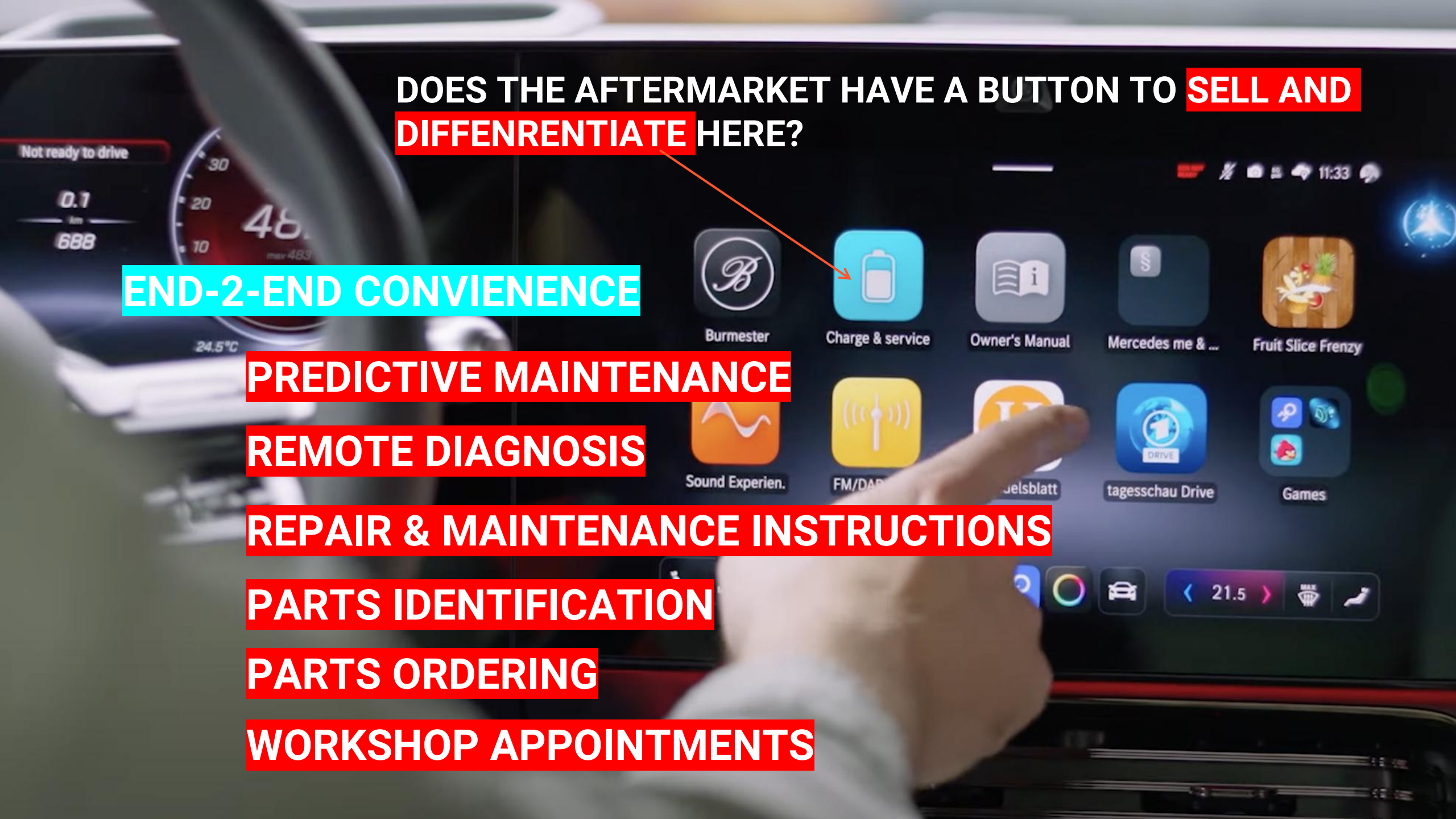
REMOTE DIAGNOSIS

REPAIR & MAINTENANCE INSTRUCTIONS

PARTS IDENTIFICATION

PARTS ORDERING

WORKSHOP APPOINTMENTS



ROAD TO THE CONNECTED AFTERMARKET: DIGITALIZE TO INNOVATE

NOW

2025



**Collaborative Data
Products**

Collaboration

Performance

NEAR

2026 - 2028



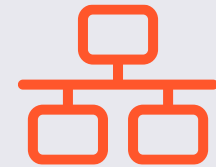
**Premium Quality Data
Products**

Quality, Quantity, Features

Productivity

NEXT

2030+



**Connected &
Intelligent Data
Products**

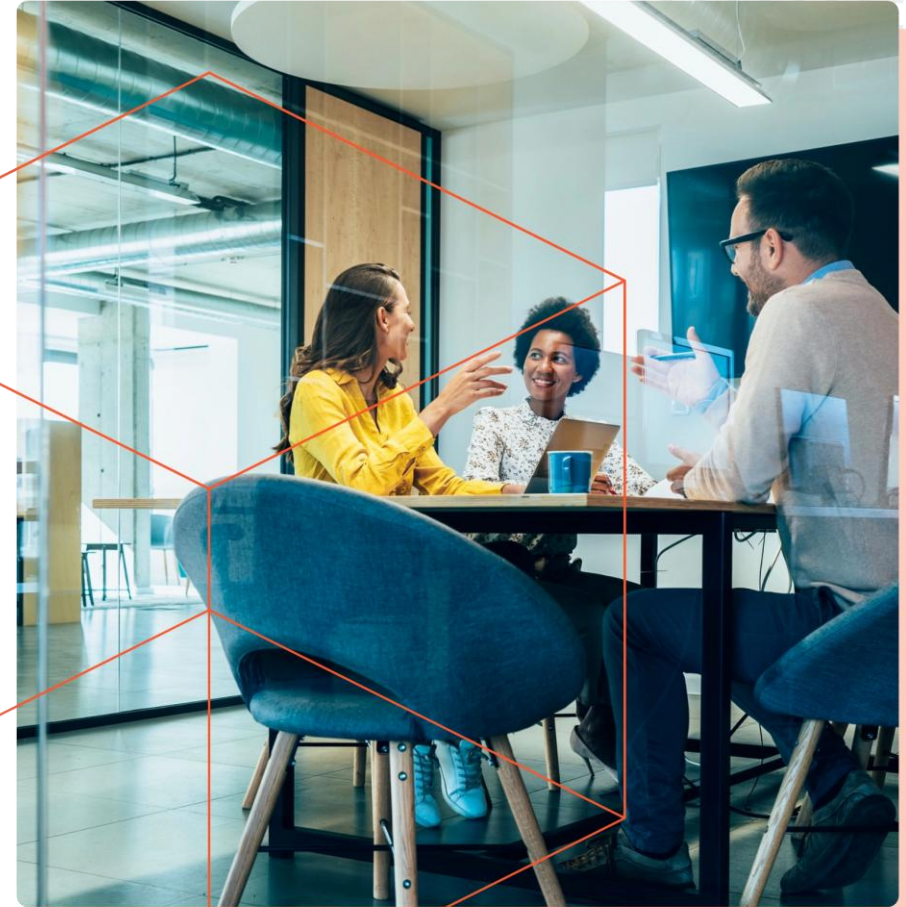
Innovation

Aftermarket Ecosystem

NO FINANCIAL BENEFIT



Shareholder Committee Members 1:1s in 2024



Shareholder Committee Feedback



**Customer
Centricity**



**Gain
Efficiency**



**Focus your
Efforts**

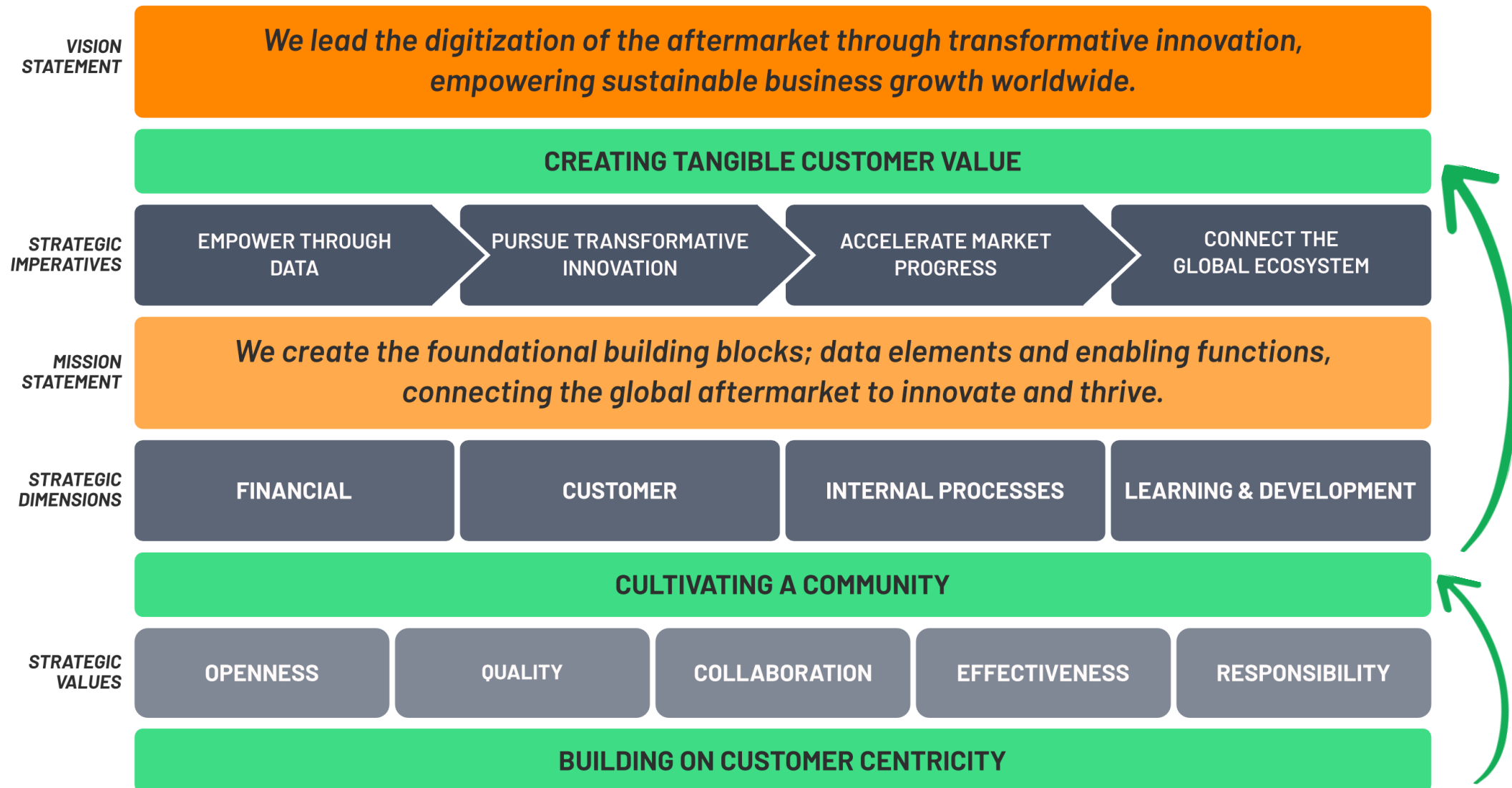


**Increase
Quality**

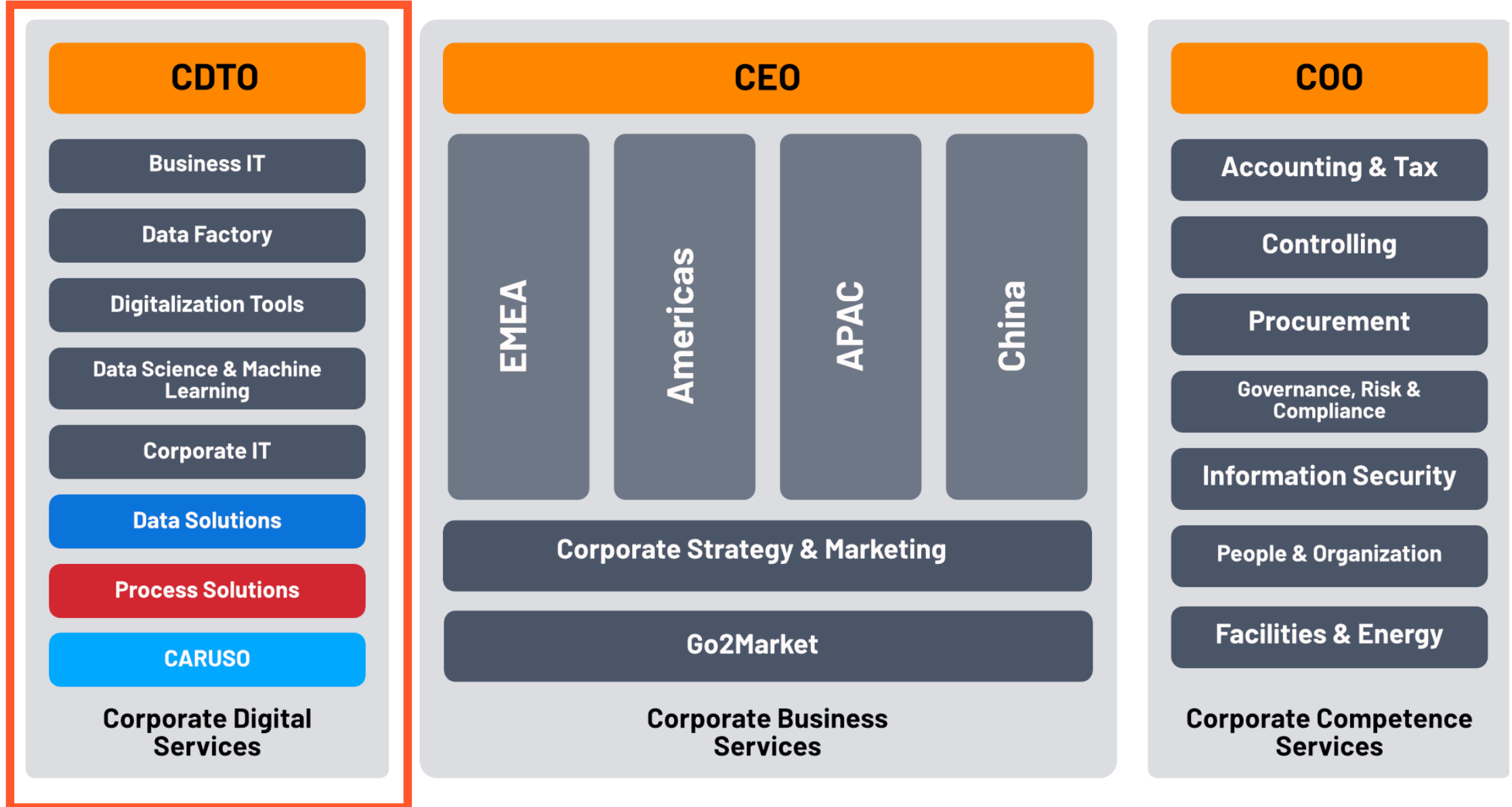


**Market
Intelligence**

Incorporating Customer Centricity



Gaining Efficiency



Focus: Portfolio Review



Strengthen

- Core Business
- Main Revenue Driver
- Leading Platform



Invest

- Fits Core Business
- High Potential
- Workshop-Generated-Data



Optimize

- Core Business Enabler
- Increase Profitability



Divest

- Not Core Business
- Not scalable
- Caruso as Fleet-Enabler



Mature & Explore

- Mature data cross vertical
- Explore use cases for the IAM

Increase Product Quality

NOW

2025



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Innovation

Aftermarket Ecosystem



NEAR: Building the Data Backbone of the Aftermarket

Unified Data. Modern Platform. Smarter Processes. Future Ready.

NEAR PROGRAM



Premium Data Quality

clearly defined, continuously measured



End-to-End Value Chain Management

from creation to delivery, with transparency & ownership



Interoperability Across Portfolio

one unified data model, seamless workflows



Modern Data Platform & Tech Stack

automation, validation, and scalability by design



Operating Model for Innovation

governance, agility, and culture that enables continuous value improvement

Press Release

TecAlliance Concludes the NEAR Program: Unlocking Premium Data Quality and Productivity Across Catalog, Repair & Maintenance, and Commerce

Cologne, Germany – December 1st, 2028 – TecAlliance today announced the successful completion of its NEAR Program, a transformation that establishes premium data quality and seamless interoperability across its entire portfolio — TecDoc, TecRMI, TecCom, and future data products. NEAR has systematically eliminated chronic quality and integration issues in the European Independent Automotive Aftermarket (IAM), ensuring that workshops, distributors, and manufacturers benefit from consistent, interoperable, and productivity-boosting data flows.

For decades, IAM stakeholders have struggled with siloed and inconsistent data: incorrect vehicle linkages in catalogs, incomplete repair and maintenance information, missing or outdated cross-references, and ordering data riddled with inconsistencies and gaps. These inefficiencies caused delays, costly returns, and limited scalability.

With NEAR, TecAlliance delivers a unified, interoperable data model and a modern platform that ensures accuracy, timeliness, and usability across catalog (TecDoc), repair & maintenance (TecRMI), and ordering (TecCom). Customers now gain a foundation of reliable data that boosts efficiency, reduces costs, and enables faster growth.

"NEAR ensures we get the right data in the right format, across catalog, repair, and ordering. That has cut rework, reduced errors, and accelerated our time-to-market," said [Customer Name], [Title] at [Customer Company].

Key Outcomes of NEAR:

- **TecDoc:** Accurate vehicle linkages, enriched article content, complete OE and cross-references, and consistent attributes/media.
- **TecRMI:** Reliable repair times, complete maintenance schedules, standardized labor codes, and continuously updated technical documentation.
- **TecCom:** Harmonized ordering data, validated references, transparent availability, and integration-ready commerce flows.
- **Portfolio-wide interoperability:** A unified data model ensures cross-product consistency and seamless workflows.
- **Productivity Boost:** Fewer catalog-caused returns, faster repair and maintenance processes, and reduced ordering errors.
- **End-to-End Value Chain Management:** Greater operational efficiency through clear ownership, transparency, and SLA-based processes across data creation, validation, and delivery.
- **Innovation Capabilities:** A unified, interoperable foundation and modern platform enable advanced analytics, AI-driven services, and new digital products for the aftermarket.
- **Modern Data Platform & Tech Stack:** Automated validation, SLA-driven processes, and quality monitoring across all products.

A wide-angle photograph of a desert landscape. A long, straight asphalt road with white dashed center lines and solid white edge lines stretches from the bottom center towards the horizon. The road is flanked by dark, rocky desert terrain. In the background, there are rolling sand dunes and hills under a pale, overcast sky. The text "WHERE TO NEXT?" is overlaid in large, bold, orange capital letters across the center of the image.

**WHERE TO
NEXT?**

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END-2-END CONVENIENCE

PREDICTIVE MAINTENANCE

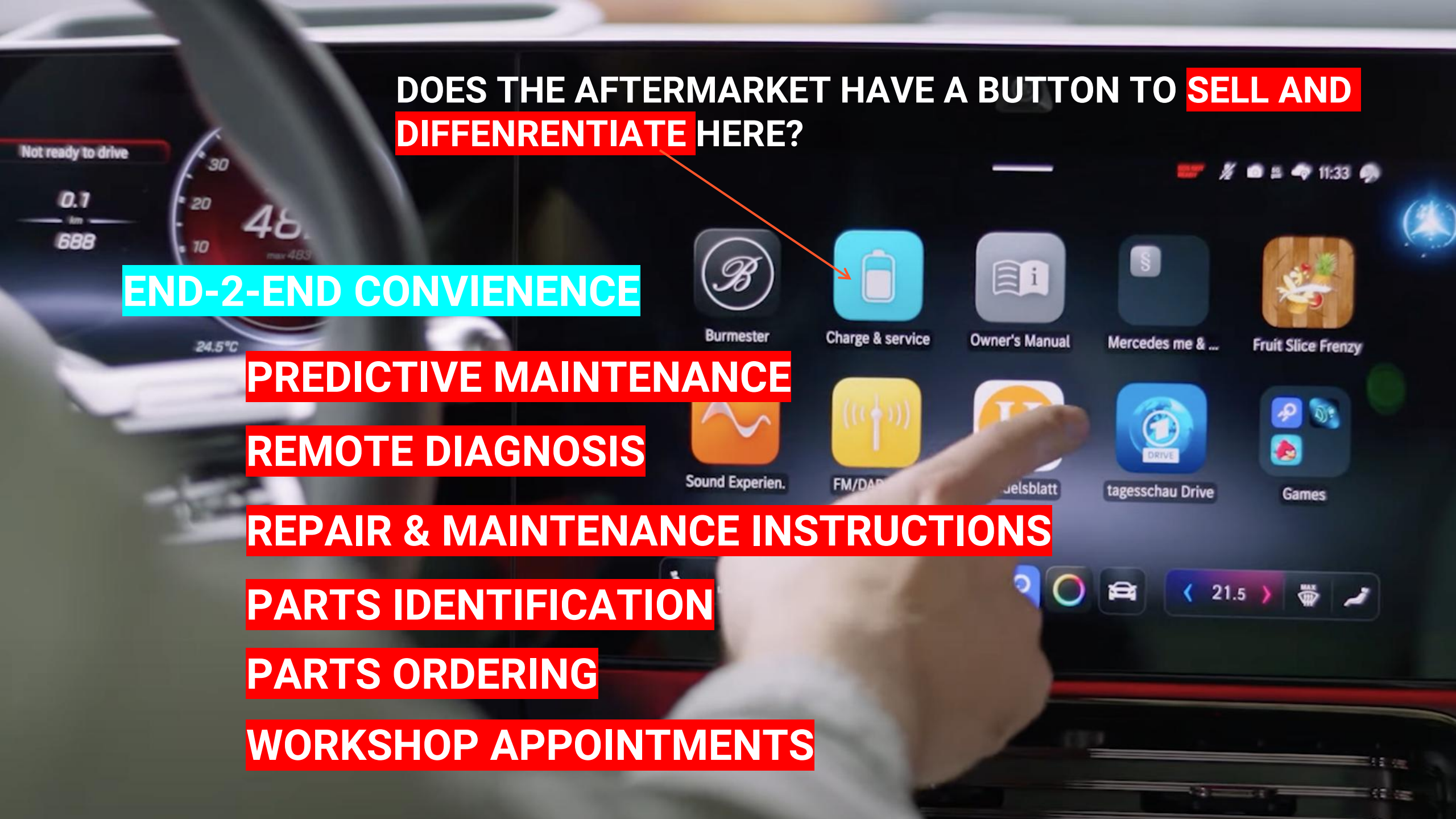
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NEW PLAYERS SOLVE NEW PROBLEMS WITH NEW TECH



SILICON VALLEY DISRUPTING MINDSET

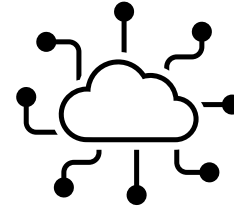
„Make something people want“

- Engage with END users B2C
- Discover their wants
- Deduce their needs
- Build what they want



ELECTRIC VEHICLES

- battery analytics
- Refurbishment
- second-life management.



THE FUTURE OF THE AFTERMARKET IS CONNECTED & INTELLIGENT



SOFTWARE DEFINED VEHICLES

- software-driven service portfolios



CONNECTED CARS

- A new player in the aftermarket
- Freedom of choice threatened. Connected car are still almost closed ecosystem.



CHINA SPEED & CHINA PROBLEMS

- Mobility, Status, Social connectivity, everything connected
- Iterate fast, fail cheap, learn
- Government support



3D - PRINTING

- On-demand manufacturing



AI

- Transformative Technology for customer experience, efficiency, learning & innovation
- Decision Intelligence



AUTONOMOUS & FLEETS

- Robo taxis
- Autonomous cars



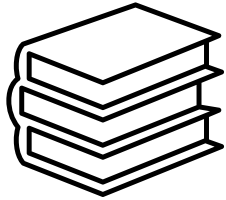
DECENTRAL, SOVEREIGN TECHNOLOGIES & REGULATION

- EU Regulation: Data Act etc.
- Web3
- Data Spaces

THE AFTERMARKET NEEDS TO GIVE AN ANSWER TO A CONNECTED EVERYTHING WORLD

AFTERMARKET DATA TECHNOLOGY EVOLUTION

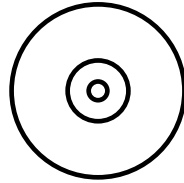
ACCESS TO DATA IN AN INTEROPERABLE ECOSYSTEM ENABLES INNOVATION FOR NEW USE CASES



1993

PAPER

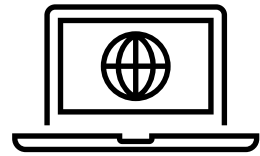
Data on paper



1994



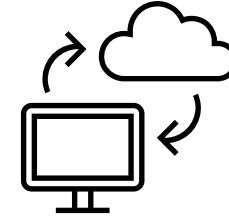
Data on CD-ROM
K-Type Standard



...

INTERNET

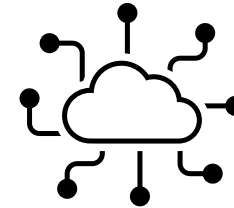
Data accessible
by internet
technologies



2025

CLOUD & AI

Data accessible
by cloud & AI
technologies



2030+

**CONNECTED DATA
ECOSYSTEMS**

Industry data
accessibility
interoperability &
intelligence

ACCESSABILITY

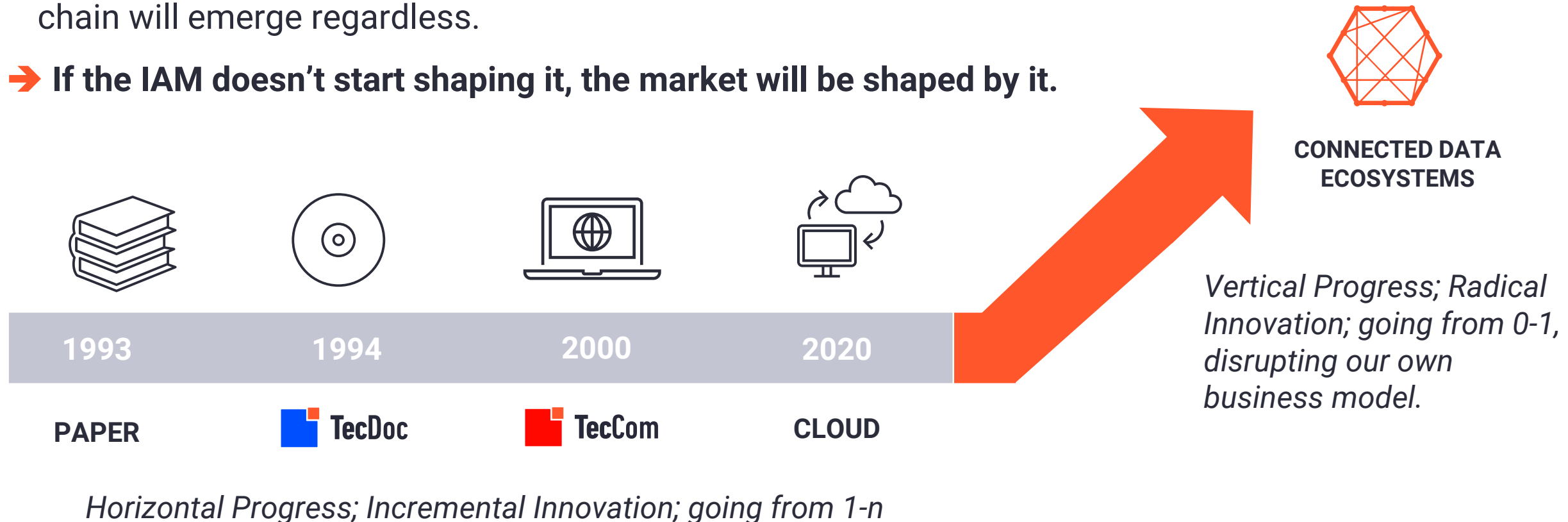
INTEROPERABILITY

INTELLIGENCE

Shape or Take Decision

- Fragmented data silos hinder IAM efficiency and collaboration amid pressuring trends like SDVs, digital twins and AI.
- A mobility data ecosystem demanding seamless data flows across the value chain will emerge regardless.

➔ **If the IAM doesn't start shaping it, the market will be shaped by it.**





A data ecosystem will be forming because digitalisation, connectivity, and regulation push companies to share and monetise data collaboratively.

Core challenges:

- | | |
|-----------------------------|--|
| 1. Overcoming Fragmentation | 4. Balancing Data Sovereignty |
| 2. Ensuring Trust | 5. Compliance |
| 3. Interoperability | 6. Sustainable Value Creation for All Participants |

Independent Aftermarket Data Space

- | | |
|----------------------------------|---|
| 1. Uniting dispersed initiatives | 4. Access Control, Clear Usage Contracts |
| 2. Neutral Governance | 5. Safeguards, Auditability & Liability Frameworks |
| 3. Harmonized Standards | 6. Shared Services, Lower Integration Cost, Fair Distribution of Benefits |

With our long-standing role as the industry's neutral data trustee, we are the perfect partner to lead this initiative and guarantee fairness, reliability, and adoption across the entire IAM.

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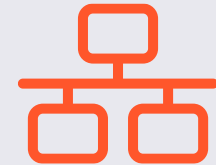
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**Join
us!**

After

**THANK
YOU.**