



The KPI's you should be tracking in your used vehicle operations

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**Papal Inauguration  
Pope Benedict XVI**



**Papal Inauguration  
Pope Francis**

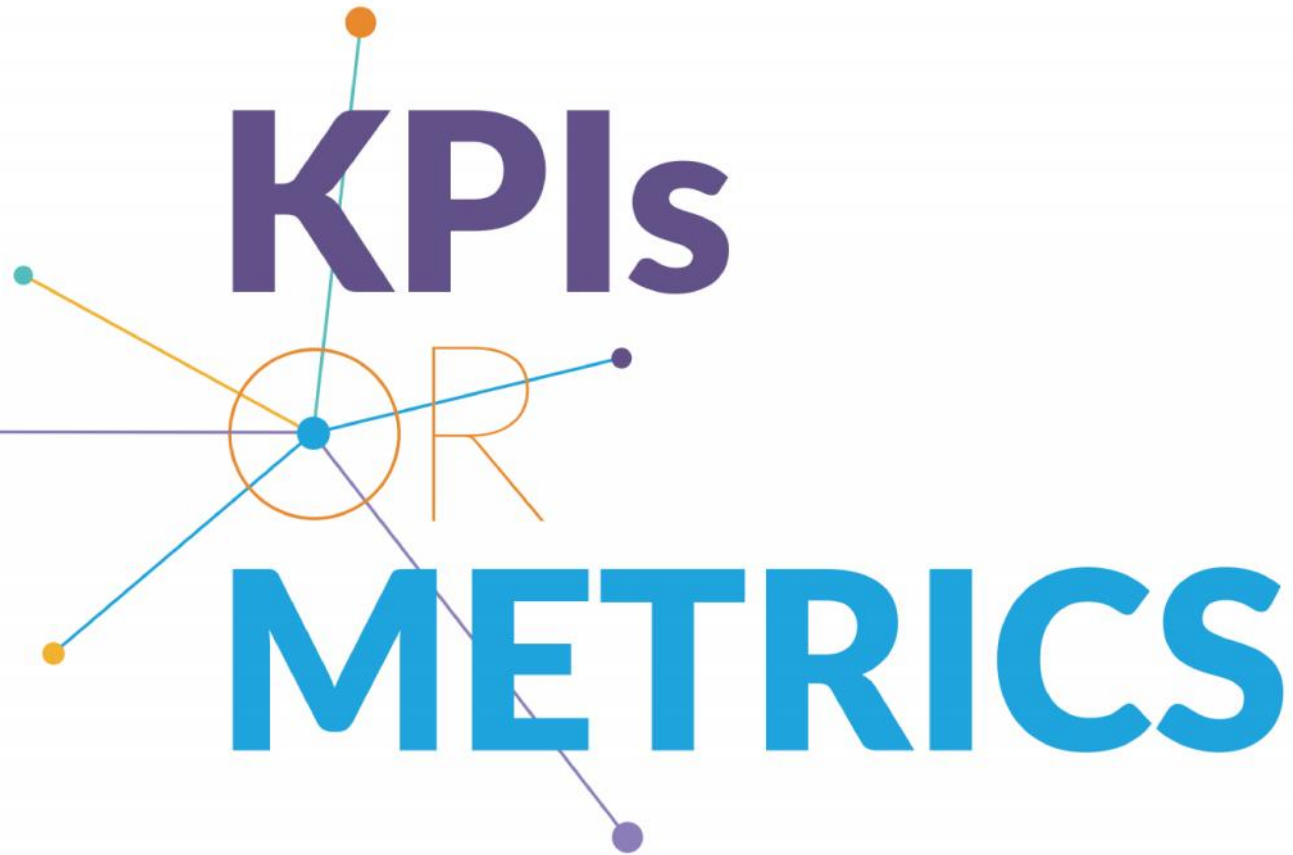




In a time where supply and demand changes faster than ever, data-driven insights are vital to drive your used vehicle business to growth.



# DAZZLING SUCCESS OR STUNNING FAILURE



# FIVE STEPS TO WINNING KPIs

1

**Start with strategy**

2

**Align numbers**

3

**Get specific**

4

**Define actions**

5

**Keep improving**

# KPIs TO GUIDE USED VEHICLE SUCCESS



**STOCK  
TURN**



**MARKET DAYS  
SUPPLY**



**INVENTORY  
AGE**



**PRICE TO  
MARKET**



**PRICING  
STRATEGY**



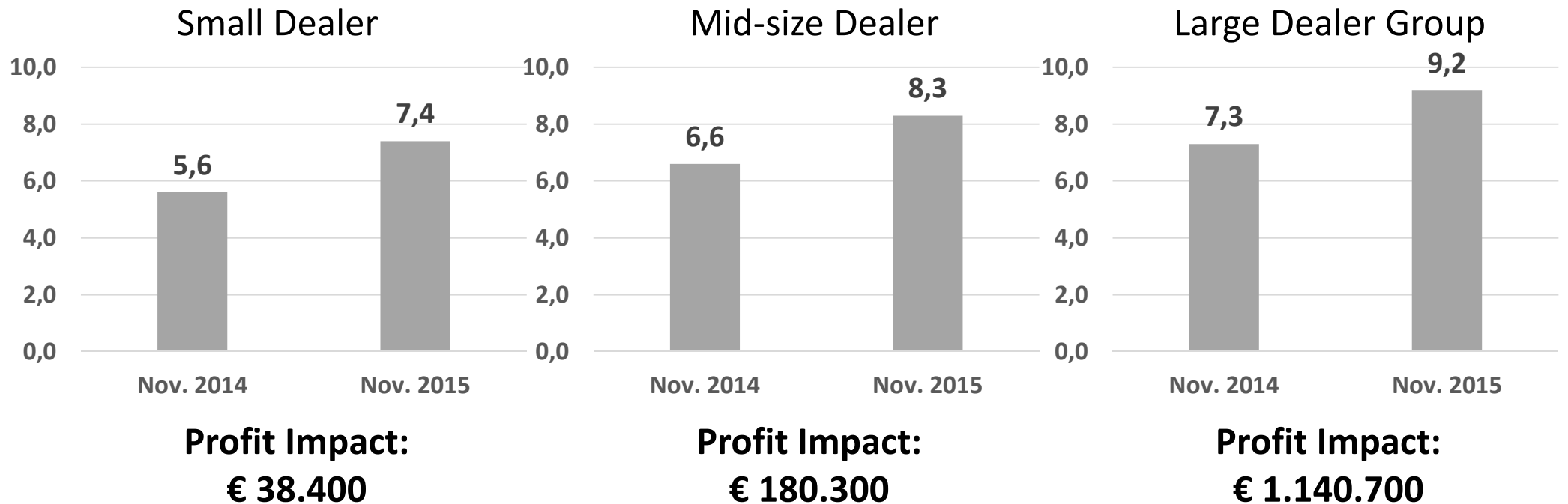
**SHARE OVER  
FIRST PRICE  
TO MARKET**



**NUMBER OF  
PHOTOS**

# STOCK TURN

Careful stock control to improve operational performance

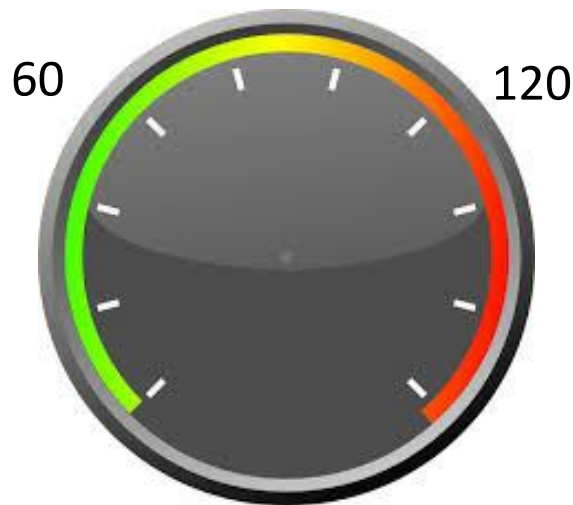


# MARKET DAYS SUPPLY

Measures the relationship between supply and demand today

**Supply**  
Total number of vehicles currently available

**Demand**  
Average number of vehicles sold per day





# MARKET DAYS SUPPLY

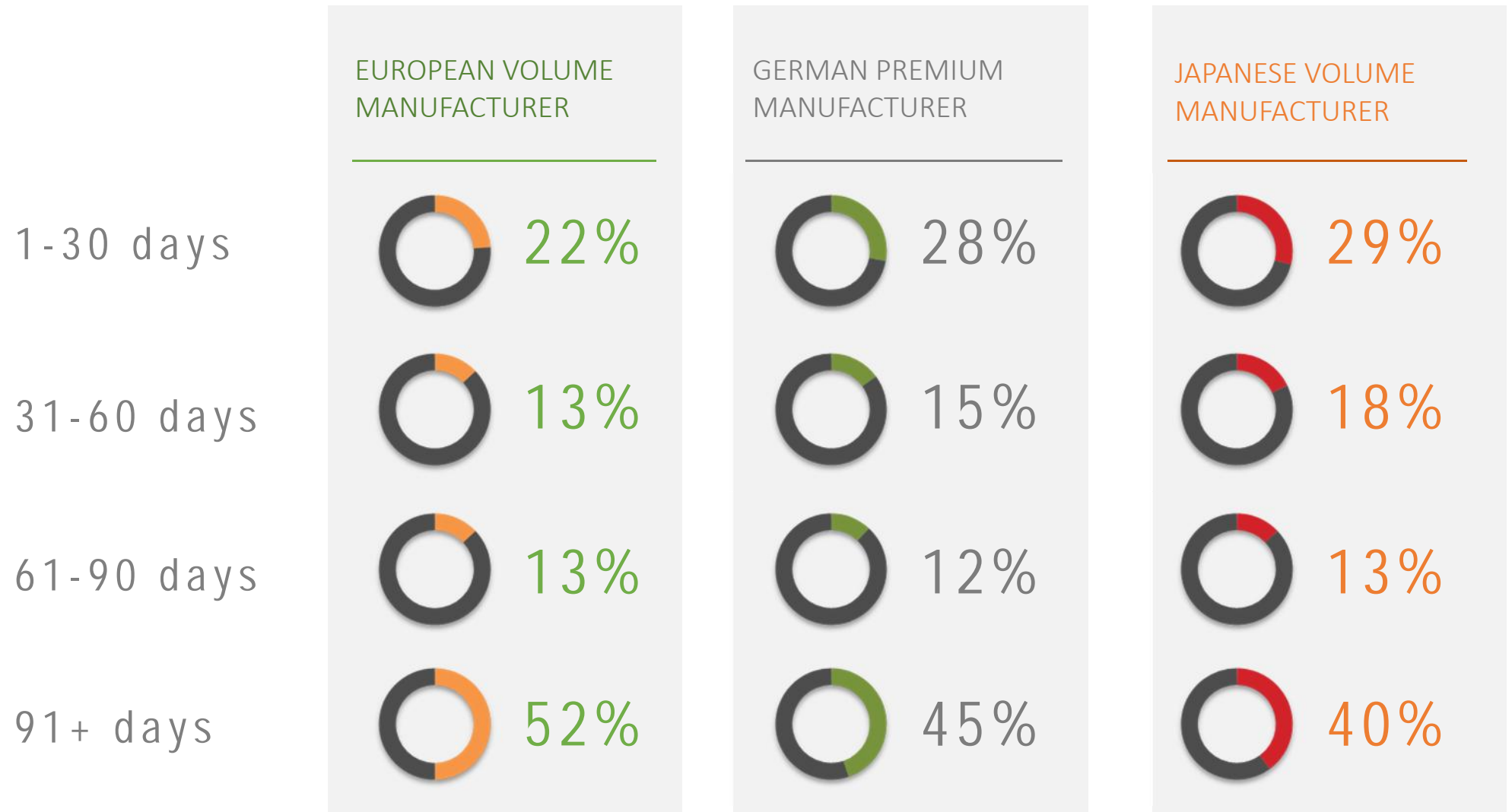
How can Market Days Supply help protect residual values?

**Volume  
Distribution**

**Pricing  
Strategy**

# INVENTORY AGE

Minimize the profit harming effects of increased market volatility



# PRICE TO MARKET

Assess the price position of your inventory

105 %	5% above Price to Market
100 %	Average Price to Market
95 %	5 % below Price to Market

# PRICING STRATEGY

Know when Market Days Supply is in your favour

## Typical

Days in stock	Price/Market	MDS
1-30	97	50
31-60	100	74
61-90	101	150
91+	99	217

## Ideal

Price/Market	MDS
103	60
98	60
95	60
-	-



# PRICING STRATEGY

Top 3 dealer pricing strategies undermining profitability

„Discount“ dealers

Fresh inventory  
priced lower than old

Attractive cars priced  
too low

Identify network dealers who  
consistently price below the  
market

Identify network dealers  
without “rational” pricing  
strategy

Know when Market Days  
Supply is in your favour

# SHARE OVER FIRST PRICE TO MARKET

Identify and manage deprecation risk of your inventory

Avg.  
Price/Market

**102%**

Total Inventory  
Value

**€ 8.426.359**

Share Over First  
Price/Market

**37%**

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Value @ Retail Asking Price

**€ 3.754.629**

Depreciation Risk Next Month

**€ 56.319**

# TOO FEW PICTURES

Manage the ideal photo count

## Audi Q3 2.0 TDI quattro intense

### Fahrzeugdaten - Übersicht

<b>Preis*</b>	<b>38.790 EUR</b>
<b>Kilometerstand</b>	1.500 Km
<b>Erstzulassung</b>	01.2016
<b>Fahrzeugart</b>	Gebrauchtwagen
<b>Farbe</b>	monsungrau metallic
<b>Leistung</b>	150 PS / 110 KW
<b>Getriebeart</b>	Automatik/Halbautomatik
<b>Treibstoff</b>	Diesel
<b>Anzahl Türen</b>	4
<b>Fahrzeug ID</b>	5287364
<b>HFID</b>	2000380017

[+ Mehr Details](#)

### Serienausstattung

- Airbag-Beifahrer
- Airbag-Kopf vorne
- Airbag-Seite vorn
- Alufelgen
- Bordcomputer
- E - Fensterheber 2-fach
- Fernbedienung für ZV
- Airbag-Fahrer
- Airbag-Kopf vorne und hinten
- Alarmanlage
- Außenspiegel elektr.
- Dachreling
- E - Fensterheber 4-fach

[+ Mehr Details](#)

### Zusätzliche Extras

LED-Hauptscheinwerfer, Berganfahrhilfe, Sitzbezug Stoff,

## PORSCHE GRAZ-LIEBENAU Das WeltAuto.



23 Bilder

PORSCHE GRAZ-LIEBENAU  
Das WeltAuto.



# Improve your used vehicle operations now

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started with a free trial on  
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