

What is Mecka?

Mecka is a collection of fully integrated cloud-based tools that auto parts & services companies use to manage their businesses online.

• Multi-Channel Sales Management

1. Retail eCommerce Website (B2C) with Content Management (CMS)
2. Wholesale eCommerce Portal (B2B)
3. Marketplace Integration (eBay, Amazon, etc.)
4. Point-Of-Sale (POS)
5. Service Scheduling
6. Customer Relationship Management (CRM)

• Industry Standardized Catalogue Creation, Management and Sharing

1. Seamlessly Share Catalogue, Price and Availability Data, then Control Usage Rights (MAP enforcement, etc.) with other Mecka Subscribers
2. Zero Time-To-Market Product Publishing
3. Set Prices in Bulk or Independently
4. AutoCare.org ACES and PIES Standard Compliant
5. Legacy Import & Export

• Analytics & Business Intelligence (BI)

1. BI Dashboard shows Market Demand, Lost Sales and Search Source
2. BI Data is Aggregated Across the Entire Supply Chain
3. Financial Reporting (YoY comparison, etc.)
4. Google Analytic Integration

• Supply Chain Management

1. Multi-Location Inventory and Multi-Currency Support
2. Logistics Integration (UPS, FedEx, Purolator, DHL, etc.)
3. Automated Order Processing between companies

• Extensible & Integrable

1. Integrates with 3rd party Apps (QuickBooks, Sage, Dynamics 365, etc.)
2. Integrates with Live Chat
3. FTP for Data Feeds
4. API for Custom Integration



M E C K A

Benefit Summary

• High-Value Proposition with a Predictable Costs Structure

1. Predictable and all-inclusive cost structure allows for easier budgeting.
2. Unlimited support & training included (phone, email and chat).
3. No capital investment required (no up-front setup fees).
4. No hardware investment required.
5. Low monthly price:
 - \$99 per month for Dealers
 - \$199 per month for Distributors.
 - \$299 per month for Manufacturers.
6. FREE eBay Anchor store, Gallery Plus, and Subtitles Included at no additional charge (a \$299+ per month value).

• Near immediate R.O.I. (Return on investment)

- **Increase Sales, Market Awareness and Brand Value**
 - Reach more customers and build brand awareness by sharing your ACES and PIES compatible catalogues with other Mecka Subscribers, 3rd party catalogue hosting companies like DCI, SMTP and SDC, and 3rd party ERP providers like WHI and Epicor.
 - Take new products to market in days instead of months using the build-in market research data and integrated catalogue update tools.
 - Simplified YMM search allows customers to find parts in half the number of clicks (compared to traditional YMM search). A faster parts finder allows customers to make faster buying choices.
 - Optional application enforced Marketing Approved Pricing (MAP) enables you to more easily protect your brand value.
- **Improve Efficiency Up to 95% with Automation and Simplified Operations.**
 - Eliminating calls for vehicle fitment, price and availability has shown to save an average of 6 hours per day, per counter person.
 - Inter-company and intra-company Integrated catalogue management, publishing and sharing eliminates the need for manual publishing to your Retail Sites (B2C), Wholesale Portals (B2B), Marketplaces AND also those of your customers, too.
 - Build-in bulk pricing management tools allow you to update everything internally instead of having to export, modify, then reimport pricing.
 - Integration with CRM, ERP or small business accounting solutions saves hours of bookkeeping.
 - Less time spent dealing with menial business management tasks means more time to sell or provide better customer service.
 - Less time spent managing IT means more time to sell.

• IT & Security Benefits (Peace of Mind)

- Highest level SSL security rating vs. the competition.
- Hosted on Windows Azure, the same platform that powers services like Microsoft Office 365, Bing, and Outlook.com.
- System updates are applied behind the scene without causing downtime.
- Manage your business the same way from any Smart Phone, Tablet or PC.
- Scales to any amount of data or users.

Interesting Stats

• Business Development Canada (BDC) - Market Research for 2016

- 59% of companies' CFOs are choosing to invest in tech (cloud, IT systems, etc.) before all other areas (marketing, etc.)
- Manufacturing companies not investing in tech today will lose their relevance in 5-10 years.
- 92% of people, other than boomers, buy online today.
- The SaaS sector grew by 9.3% vs the Canadian industry average at only 2.6% with 10% tech sector growth expected per year for the next three years.
- Auto parts export grew by 18% in 2016 with the next closest export being aerospace, trailing at only 4.2%.