

Mecka SaaS Overview

v5.1



M E C K A



Selling Auto Parts Everywhere

Industry Challenges

Due to Vehicle Fitment Requirements

ONLY 12%

of auto parts companies use software designed for their industry.

Complex Vehicle Fitment requirements and the **ACES & PIES standard** (AutoCare.org)

- Limit solution availability, driving up costs
- Limit feasibility of in-house development

Enterprise Solutions

- \$50K to \$90K in setup costs
- Don't meet SMB value proposition requirements.



Technology Barriers

- Colossal software and data requirements
- Scale demands alternative approach
- Uncomfortable transition



Disjointed Systems

- No software completes the entire puzzle
- Too many hands in the pot
- Exorbitant combined system costs



Broken Telephone

- Non-standardized vehicle sets per system
- End customers regularly buy ill-fitting parts
- Complex supply chain leads to lost sales



Old Architecture

- Client/Server solutions
- Segmented & limited solutions
- Lack of system integration

Typical Software Needs by Supply Chain Segment

	Retailers & Garages B2C		Wholesale Distributors B2B		Manufacturers MFG	
	One-Time	Monthly	One-Time	Monthly	One-Time	Monthly
B2C eCommerce Website with CMS	✓ ~ \$4,000	\$99	✓ ~ \$4,000	\$99	✓ ~ \$4,000	\$99
Point-Of-Sale (POS)	✓	\$49	✓	\$49	✓	\$49
CRM	✓	\$49	✓	\$49	✓	\$49
Marketplace Publishing	✓ ~ \$2,500	+ 1% of sales	✓ ~ \$2,500	+ 1% of sales	✓ ~ \$2,500	+ 1% of sales
Supply Chain & Inventory Mgmt.	✓	\$599	✓	\$599	✓	\$599
B2B eCommerce Portal			✓ ~ \$8,000	\$250	✓ ~ \$8,000	\$250
Business Intelligence (BI)			✓	\$500	✓	\$500
Catalogue Sharing			✓	\$250	✓	\$250
Catalogue Management					✓	\$100
Significant Total Costs for the entire supply chain	\$6,500+ Setup Fees	+\$796 per month +1% of sales	\$14,500 Setup Fees	\$1,796 per month +1% of sales	\$14,500 Setup Fees	+\$1,896 per month +1% of sales

Typical Product to Market Workflow

The workflow below is a simplified outline of some of the typical manual processes, costs, and timelines involved with getting a product to market in the industry today using currently available tools.



The Mecka Vision

A “Business Operating System”

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

We Enable Key Process Automation



Build – *Create & Publish Offerings*



Fulfill – *Unified Order Processing*



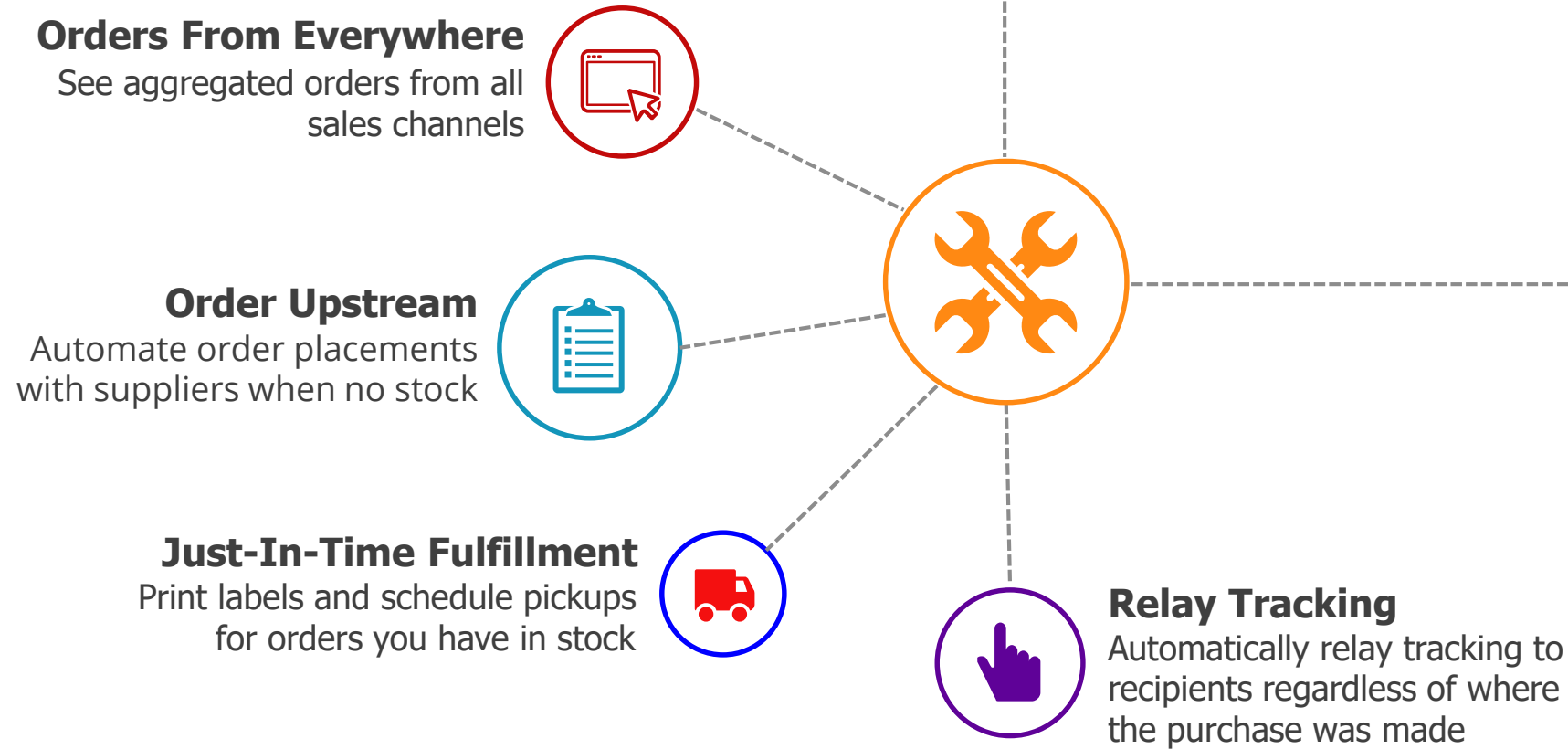
Learn – *Continuously Analyze and Adapt*



Build – Create and Publish Offerings



Fulfill – Unified Order Processing



Learn – Continuously Analyze and Adapt

Collect

Analytics and business intelligence data is collected and aggregated by Mecka

Analyze

Continuously analyze channels, adjust pricing, and understand what the market is asking for.

Strategize

Use real-world trends to make data-driven decisions on what to build or source, then publish, fulfill, and repeat.



Seamless Integration Changes Everything.

Our Philosophy

We don't force companies to change the ways they do business. Instead, we digitize and automate what they are already doing.

Simplicity and Usability

Mecka is designed with usability in mind. We value less clicks to get tasks done so people can get more done more quickly and more efficiently.

Purpose Built

Born and bred for the auto parts industry but ideal for any. Designed from the ground up to support other industries and their unique complexities.



Connectivity and Collaboration

End-to-end supply chain connectivity eliminates data exchanges and enables a continuous flow of information as well as viral growth of the platform.

Proper Single Pane of Glass.

Mecka has everything you need to run your business online, all in one place.

Deeply Integrated Analytics

Connected virtual supply chains enable unprecedented amounts of data collection such as product reach, customer trends and more.

Mecka Subscriptions

No Setup Fees... Period.



Retailers & Garages



B2C

Unlimited Support & Training

Retail B2C eCommerce with CMS & SEO Tools

Contact Resource Management (CRM)

FREE eBay Anchor Store*

Analytics & BI

\$99 per month

*Regular \$299 USD per Month



Wholesale Distributor



B2B

Unlimited Support & Training

Wholesale B2B eCommerce Features

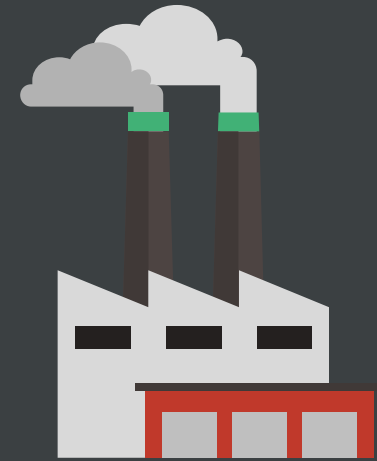
Catalogue Sharing*

Partner Plus

All B2C Features

\$199 per month

*Proven Sales Growth Formula



Manufacturer



MFG

Unlimited Support & Training

Catalogue Management in ACES & PIES*

Catalogue Sharing +Services

MAP Price Enforcement

All B2B & B2C Features

\$299 per month

*Includes ACES & PIES exports for one brand

Mecka Onboarding Process

Provisioning Stage
Create Mecka account and deploy fundamental B2C, B2B, and MFG tools. Choose OnMecka and custom web domains, setup DNS records, etc.

Integration & Data Stage
Collect existing resources, create supply chain connections and, for MFGs, convert data into ACES & PIES.

Training Stage
Manage employees, permissions, Mecka Shop (B2C) settings, catalogue updates, price sheets, customers, marketplaces, and Analytics (BI) data.



Design Stage

Meet to discuss design ideas and requirements and collect existing resources. Develop logo, sliders and banner ads. Deploy new or updated resources.

eCommerce & Marketplaces Stage

Setup your Mecka Shop (B2C), Wholesale Portal (B2B), eBay Store(s), Marketplace settings, etc.

Mecka Partner Program

Our five cycle process increases subscriber success by bolstering network growth and platform adoption





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Thank You!