

# Custom Research Free with *Guide*

When was the last time you were asked to explain the underlying meaning of an industry announcement? Or, needed to define options for integration to OEM or DSP systems ... or the sources of specific data sets? Or, were preparing a presentation on new risks and opportunities in the vehicle-repair systems space? Or, were writing about a new trend or emerging solution capability for your firm's leaders? Or, were tasked with identifying all potential alliance partners for one of your firm's critical initiatives? These situations often occur under pressure and have tight deadlines. When this happens to you ... 'who you gonna call'? Now, subscribers to publications from Fellowes Research, have an answer – and expert support – at no additional cost.

## Expert Assistance & Research

The *Guide* is a reference publication that – like an encyclopedia – is loaded with structured content. It is the only comprehensive source of information on service-parts digital solutions (and data), the firms developing and marketing those solutions – as well as trends and emerging capabilities.

*What would be very expensive and time-consuming is now neither ...*

The *Guide* is also a source of information when none available. Subscribers identify and submit topics – within the scope of the *Guide* – and request an overview and assessment (including likely impacts and strategic significance) relative to a segment of the vehicle-repair industry. Within days, a preliminary draft will be shared with the requester for collaborative review and refinement. Then a final draft will be prepared and added to the *Guide*'s Section III (Special Topics). What would be very expensive and time-consuming is now neither.

For smaller inquiries or those with a shorter fuse, *Guide* subscribers may utilize the 'Consult' service to e-mail or call with requests for clarification and amplification of the *Guide*'s content or related news. For larger projects, subscribers will have access to preferred rates on consulting engagements with Fellowes Research.

## Who Could Benefit

- ◇ Vehicle-manufacturers identifying or updating best-practices, identifying new solutions & solution providers, understanding areas of dealer system integration, investigating trends, innovations ...
- ◇ DMS providers, Service DSPs, Parts DSPs and other solution providers seeking insights into select data sources, systems integration, solution capabilities, emerging trends and OEM programs ...
- ◇ Dealer Groups or MSOs investigating new solutions and providers, identifying trends, risks ...
- ◇ Data collectors, aggregators and creators of new/derivative information ... and their clients
- ◇ Shop solution providers seeking to understand dealer systems and OEM programs ...
- ◇ Solution providers seeking to identify and understand U.S. solutions for applicability to their markets or to aid in entering/expanding their presence in the North American market
- ◇ Stakeholders on the periphery of service-parts IT / IP with a need to know about programs and solutions in OEM service-parts that are critical to their businesses (direct-ship program providers, insurers, alternate parts distributors, providers of service applications that consume parts data ...)