

ShowMeTheParts Shopify Integration

Simplifying entry into E-Commerce

09/14/2023





ShowMeTheParts: Innovative Solutions for Aftermarket Manufacturers

Providing Solutions for Over 35 Years

SOLUTIONS FOR MANUFACTURERS & RETAILERS OF ALL SIZES



POWERED BY 



Presenter:

Paul Scripp

Director of Sales

ShowMeTheParts

The E-commerce revolution has Passed

MEMA Joint E-Commerce Trends

- **2022 Online Sales \$37.6B**
- **2025 projection \$47.4B**
- **Not “if,” but “HOW?”**



The Answer: Your On-Ramp to E-commerce

- Provides a “Hands-off” approach to
 - ✓ Fitment Data Management
 - ✓ Product Catalog Management
 - ✓ Inventory and Pricing
- Regain Control of Your Brand
- Seamless Integration into your Existing Business Process

 **ShowMeTheParts**™

In Partnership With
The Ultimate Auto Parts Toolkit



shopify

Current Pain Points

- Unnecessary Data Manipulation
 - Square Peg/Round Hole
- Fitment and Product updates become a Full Time Job
 - 30+ hrs/week



Data First Approach, Increased Efficiencies

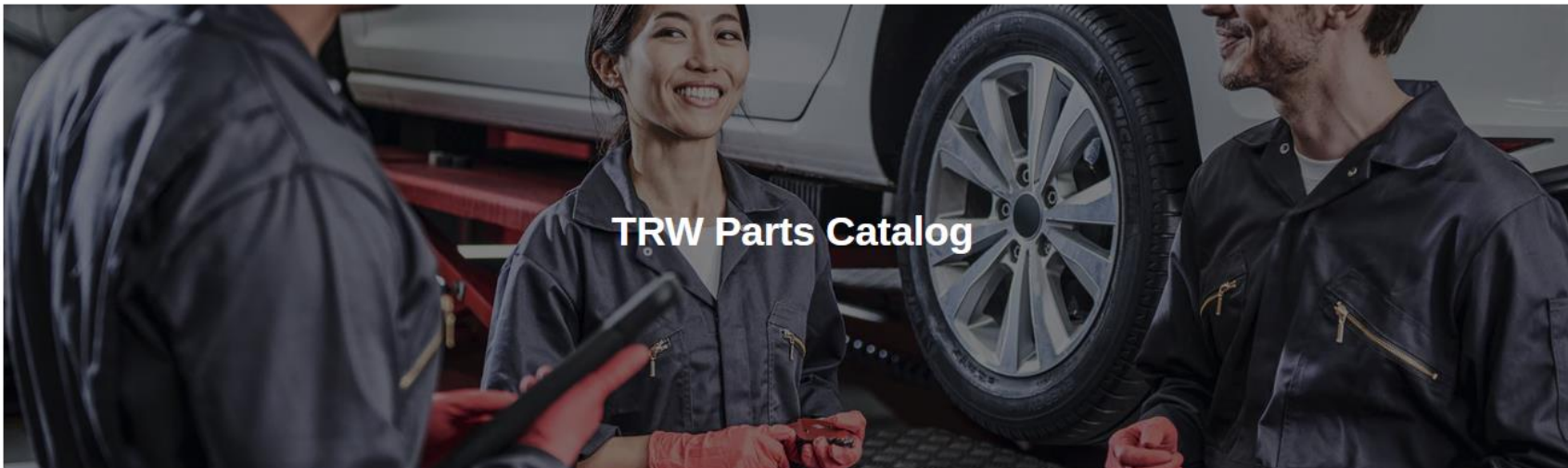
- Use MFGs existing data outputs
 - Reduce Redundant Work
- Turn-Key catalog solution
 - Fitment
 - Year/Make/Model
 - VIN & License Plate Search
 - Non-Automotive Search
 - Product Data Pushed to Shopify
 - Product Listing Generation
 - SEO Friendly
- Labor Reduction of 30 hours/wk





Wrangling in your Brand

- Proliferation of Marketplace Sellers & Drop shippers Created:
 - Incorrect Fitment
 - Poor reflection of your brand
 - Counterfeit Parts
 - MAP Violations
- Provide A Great Experience
 - Consumer Research
 - Richer Content



TRW Parts Catalog

Select Your Vehicle Below

2011 ▾ HONDA ▾ CIVIC ▾ DISC BRAKE PAD SET ▾ All ▾ **Search**

- All
- DISC BRAKE PAD SET**
- RACK AND PINION BELLOWS
- RACK AND PINION MOUNT BUSHING
- STEERING TIE ROD END
- SUSPENSION BALL JOINT

BRAKING

TRW is one of the largest global brake pad manufacturers in the independent aftermarket and follows the pillars of ZF Aftermarket's standards of safety, engineering

CHASSIS

TRW chassis is at the forefront of technological innovation to bring more effective, efficient and safer chassis products to the market – ranging from control arms to ball joints,

LIFT SUPPORTS

TRW X-tend Lift Supports offer customers best-in-class value through guaranteed lifting performance and long-term durability derived from TRW's OE product

Your Brand Your Message

- Be *THE* Source of Truth for your Brand
 - Customers research, be prepared
 - Providing robust content
- Provide a Better Customer Experience
 - Capture lifetime customers
 - Fully integrated Catalog experience
- Don't Compete with you Traditional Customers
 - MAP violation protection
 - Limit which products are displayed

Sell Your Way

Sell Direct

NRS GALVANIZED BRAKE PADS

Shop All Why NRS Brakes Fleet Program Blog Media Contact

Current Vehicle: 2019 FORD F-150 [Select New Vehicle](#)

Home > Disc Brake Pad Set NRS Brakes NS1414

Disc Brake Pad Set NRS Brakes NS1414

Part will fit your current fitment selection of 2019 FORD F-150

by NRS Brakes

Brand: PREMIUM GALVANIZED DISC BRAKE PADS

Location: FRONT

\$157.99

Quantity: [Add to cart](#)

Buy with [shop Pay](#) More payment options

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Click to expand

Description	Product Specs	Buyer's Guide
<p>Premium Galvanized brake pads by NRS Brakes have a technology that you can see. Rust resistant, unpainted Galvanized Steel that incorporates an award winning, patented attachment technology. The result are the world's quietest, safest and longest lasting brake pads. Galvanized Steel that outlasts the friction. Won't fall as a result of corrosion</p> <p>QUIETEST, QUIETEST AND LONGEST LASTING DISC BRAKE PADS</p>		

Sell Through your Customers

TRW ABOUT US PRODUCTS IT'S ABOUT THE PART IMPORT PROGRAM CATALOG WHERE TO BUY

Disc Brake Pad Set TRW TRC0537

by TRW

Part will fit your current fitment selection of 2011 HONDA CIVIC

Brand: TRW

Location: REAR

Comment: Material: Ceramic

Purchase this part at:

available at [amazon](#)

[carparts.com](#)

right now on [ebay](#)

Description	Product Specs	Buyer's Guide
Name	Value	
Short Description	CERAMIC BRAKE PAD	
Hazardous Material	No	
Minimum Order Quantity	1	
Country of Origin	Mexico	
Weight - Each (Gross Pounds)	4.9000	
Height - Each (Inch)	1.9000	
Length - Each (Inch)	6.9000	
Width - Each (Inch)	5.6000	
Life Cycle Status	Available to Order	

Shopify: Optimized for *YOUR Business*

Built to Connect

- Seamless integration to ERP
 - Inventory and Pricing automation
 - Order routing
 - Accounting
 - CRM

ORACLE

sage

 NETSUITE

 SAP

odoo

Marketplace Distribution

- Create and Syndicate Listings and Manage Orders on:



Last Course

“Vertical Development has been ingesting and publishing my Content for years. Plumbing their ShowMeTheParts API service directly into Shopify (a non-automotive mainstream platform-as-service) is **a brilliant way to leverage the strengths of both worlds** – like chocolate and peanut butter.”

LUKE SMITH

CTO of MomentumUSA, Inc.





Strong by Association

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