

**Aftermarket Parts Logistics:
Intra-brand and Inter-brand Collaboration
ICDP Member Workshop, Tuesday 28th February 2012
Hen House, Solihull, UK**

You are invited to participate in an ICDP Member Workshop which will report and debate a number of areas of current ICDP research relating to the opportunities to improve revenue and reduce cost through more collaborative approaches in aftermarket parts logistics. Changing customer behaviours, repair and maintenance needs and improved logistics capabilities are all driving increased central control and management, but does this go far enough? Due to the high profit potential for all players in the value chain, there are great commercial sensitivities and we believe that some opportunities are being neglected. The workshop will describe and debate this challenge from a number of different perspectives:

- **Vision 2020.** What are the broader distribution trends which will influence the parts logistics area over the coming years? Changing network structures will have an impact on franchised service points, independent repairers with increased scale and capability will raise the competitive pressure, and internet parts retailers and intermediaries will grow share and put downward pressure on pricing. What are the implications for manufacturers and OE suppliers?
- **Collaborative Opportunities.** From a fragmented locally-based business, parts logistics has already evolved through more vertical integration including centralised stocking, vendor managed inventories and higher performance physical logistics. However a new trend is emerging of horizontal integration involving collaboration between different players, either within a single brand or across competitive brands.
- **Intra-Brand Collaboration – Case Study.** Volkswagen Group in the UK has launched a collaborative venture with selected dealers and third party logistics providers under the “Trade Parts Specialists” brand. This largely replaces the traditional third party wholesale parts activity at dealer level and has been very successful. We will present a case study of the business model, operations and perceived benefits.
- **Inter-Brand Collaboration.** At our Autumn Forum in Chantilly last year, David Lansdowne presented his thoughts on the opportunities for collaboration across brands, sharing logistics infrastructure as a utility to serve each brand and their respective customer base. David and his business partner Peter will expand on this, based on field research and further analysis, describing some existing limited case examples, demonstrating the further opportunity and challenging participants to overcome the barriers to change.

This workshop should be of interest to anyone with a responsibility for aftermarket parts in manufacturers, national sales companies and importers, OE suppliers and dealer groups. It will also be useful for anyone in a strategic role looking to make major cost savings whilst still maintaining a high level of customer service. It is intended to provoke discussion around the issues raised by the presentations, and time will be allowed for interaction between all participants during the workshop. There will be a nominal charge of €100 (£90) + VAT to cover meeting room and refreshment costs.

DRAFT AGENDA

- a.m. Transfers will be available from Birmingham International Airport or Station
- 9.30 a.m. Coffee on arrival at ICDP's Project Office in Solihull
- 10.00 a.m. **Introduction** Steve Young
- Vision 2020 – implications for parts** Andrew Tongue
- Collaborative opportunities** Luca Montagner
- Volkswagen TPS Case Study** Ben Waller
- The case for inter-brand collaboration** David Lansdowne
and Peter Woodward
- 12.30 p.m. Lunch
- 1.30 p.m. **Barriers to change** David Lansdowne
- What Next? Discussion** Steve Young
- Conclusions and next steps**
- 3.30 p.m. Finish
- Transfer back to Birmingham International Airport or
Birmingham International Train Station

BOOKING FORM (PLEASE COMPLETE ONE FORM PER PARTICIPANT)

Name:	
Company:	
Email:	
<i>If you do not wish your contact details to be passed on to another delegate attending this workshop, please tick the box</i>	

PAYMENT DETAILS

Bookings will only be accepted with either a **Visa, MasterCard or American Express** number and expiry date, or a company purchase order number. 24 hours cancellation is required. There will be a nominal charge of **€100** to cover meeting room and refreshment costs.

Credit Card No:		Expiry Date:	
Purchase Order Number:			

ACCOMMODATION

If you require overnight accommodation, ICDP will arrange this on your behalf at a local hotel. Your credit card details will be passed to the hotel as a guarantee – the bill should be settled in full on departure.

27th February:		28th February:	
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TRAVEL INFORMATION

For those arriving by car, there is ample parking at the Project Office - directions and a map will be sent to you together with your confirmation. For those travelling to Birmingham International Airport or Station, ICDP will arrange for you to be met on **Tuesday 28th February only**, please complete the box below with your arrival and departure times and flight numbers:

Arrival Time:		Departure Time:	
Flight No:		Flight No:	

Please return this booking form to the Project Office – fax: +44 1564 782555. If you have any other queries, please contact Jane Trace on +44 1564 784200 or via email projectoffice@icdp.net