Aftermarket
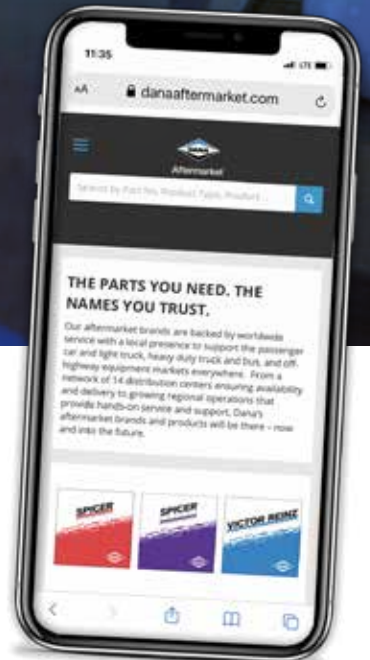
DanaAftermarket.com
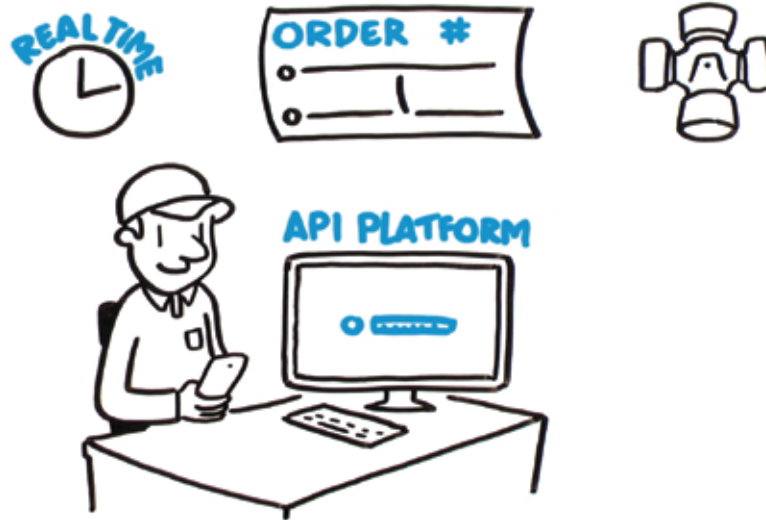# E-Catalog and
E-Commerce Platform

It's Never Been Easier to Do Business with Dana.

Quickly identify parts with broad search capabilities, dynamic part descriptions, and extensive product resources. View up-to-the-minute inventory conditions and place and track your order, in real time. It's all here at DanaAftermarket.com—and it's never been easier.
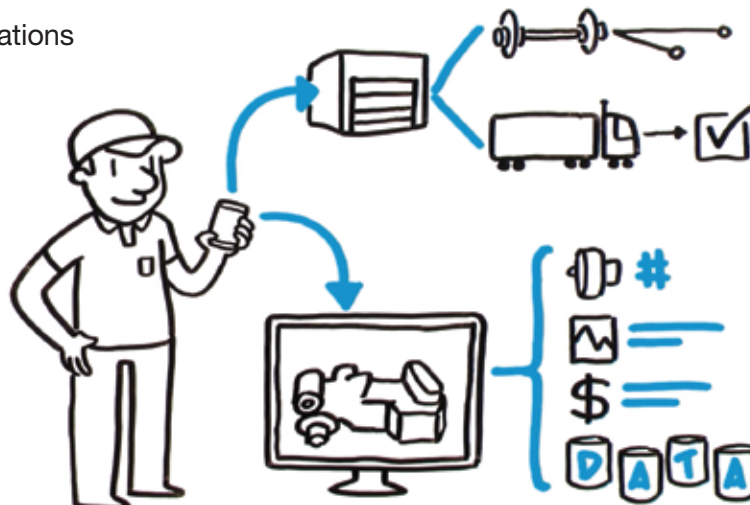
Real-Time Commerce Digital Transformation

- **Compete at the speed of the internet**

- **DanaAftermarket.com allows users to participate in the API economy**

- **Omnichannel structure provides an improved user experience and enriches interaction across all points of contact**
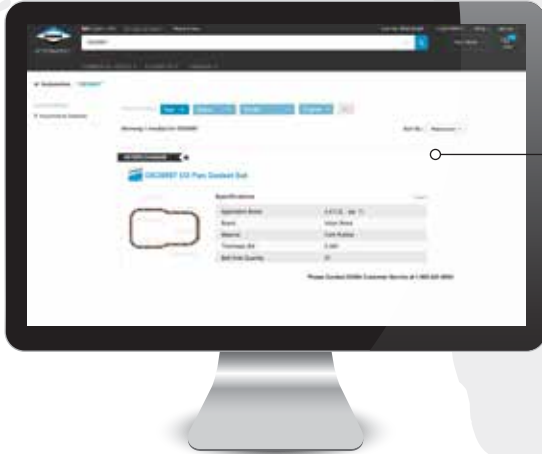
The API economy allows your customers to seamlessly integrate DanaAftermarket.com features into their applications

▶ Real-time catalog integration to your customer's website

▶ Real-time inventory integration to your customer's sales app

▶ Real-time order entry integration to speed up truck-down order shipments

▶ Real-time order status integration to your customer's Help Desk

▶ Real-time delivery notifications

It's Never Been Easier to Do Business with Dana.

With our enhanced e-catalog and e-commerce platform, you can easily connect with the global aftermarket environment. Quickly access the high-quality products and well-known, respected brands from Dana Aftermarket that your customers demand, with DanaAftermarket.com.
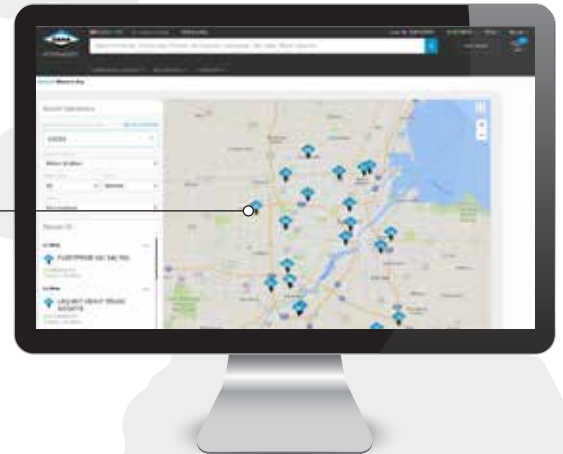
Search and Identify Parts

Easily identify and search for parts and related component information. Search by serial number or vehicle year-make-model, or employ the interchange functionality to match OE and competitive part numbers to the Spicer part number. Or search using our highly intuitive, browser-like search bar. Use the new Dynamic Attribute Explanation tool for detailed, part-identification information. You can also see related parts and similar items that customers have purchased, watch product videos, and view and download product literature.
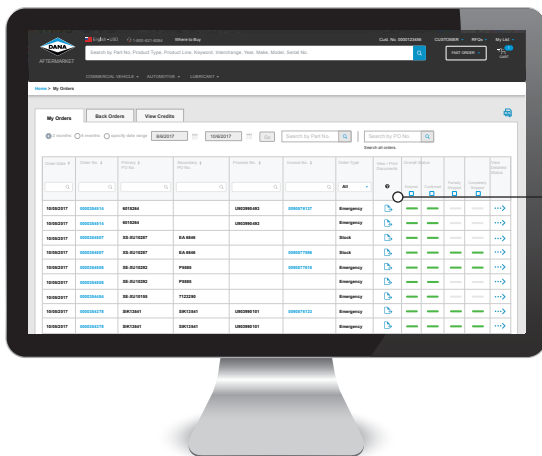
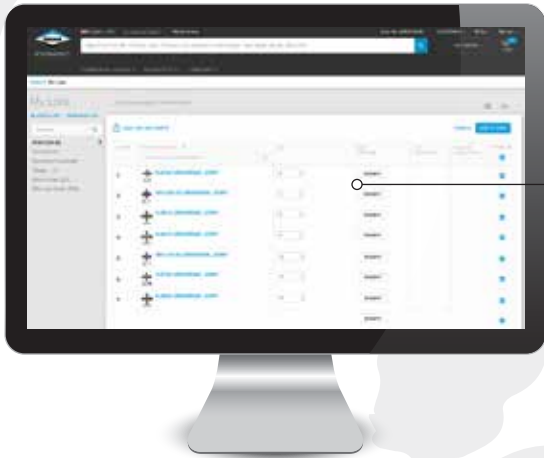## Check Availability, Locate Distributors, and Send RFQs

Get real-time visibility to Dana parts inventory, location, and estimated ship dates. The Where to Buy functionality provides you with the ability to find dealers and distributors in your area. You can also submit a request for a quote to your local distributor or dealer.

Application Programming Interface (API) Developer Portal

Our secure API portal offers real-time information-sharing capability, enabling direct connectivity to DanaAftermarket.com content for integration into your database. The API portal ensures you have access to current inventories, pricing, part cataloging data, order entry, and order status. Contact your Dana representative for more information.
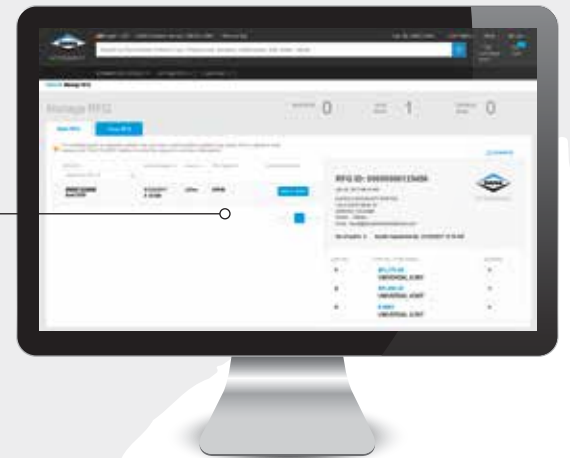
Convenient Order Entry (Secure Portal)

Easily access stock orders without having to do a traditional part lookup. Search for parts by copying-and-pasting Excel spreadsheet data, dragging-and-dropping line-item data, or simply importing a formatted Excel file.
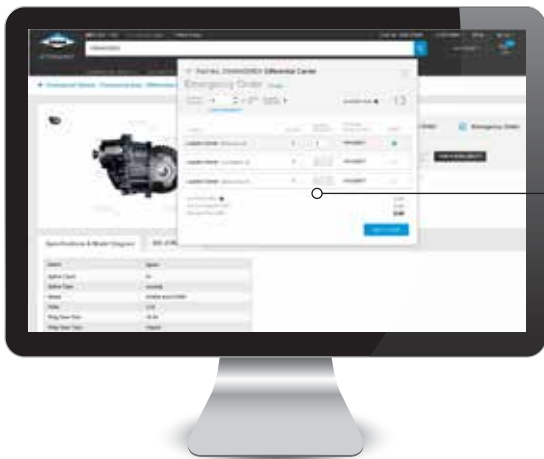
Exclusive RFQ Pipeline Access (Secure Portal)

With our e-catalog, direct Dana customers can receive requests-for-quote from current and potential end-user customers, with instant bid submission capability for orders placed by the general public.

Check Price, Place Orders, and Review Order History (Secure Portal)

Conveniently view product stock pricing and real-time inventory throughout our easy-order process. Direct Dana customers can quickly and securely place stock and emergency orders online. Click on Request Ship Date for emergency orders, or visit the View Credits tab to quickly find a credit memo. You can also access account-specific pricing, review your order history, and generate quick reference order/reorder lists—and then view, download, and share all the standard associated documentation you need.
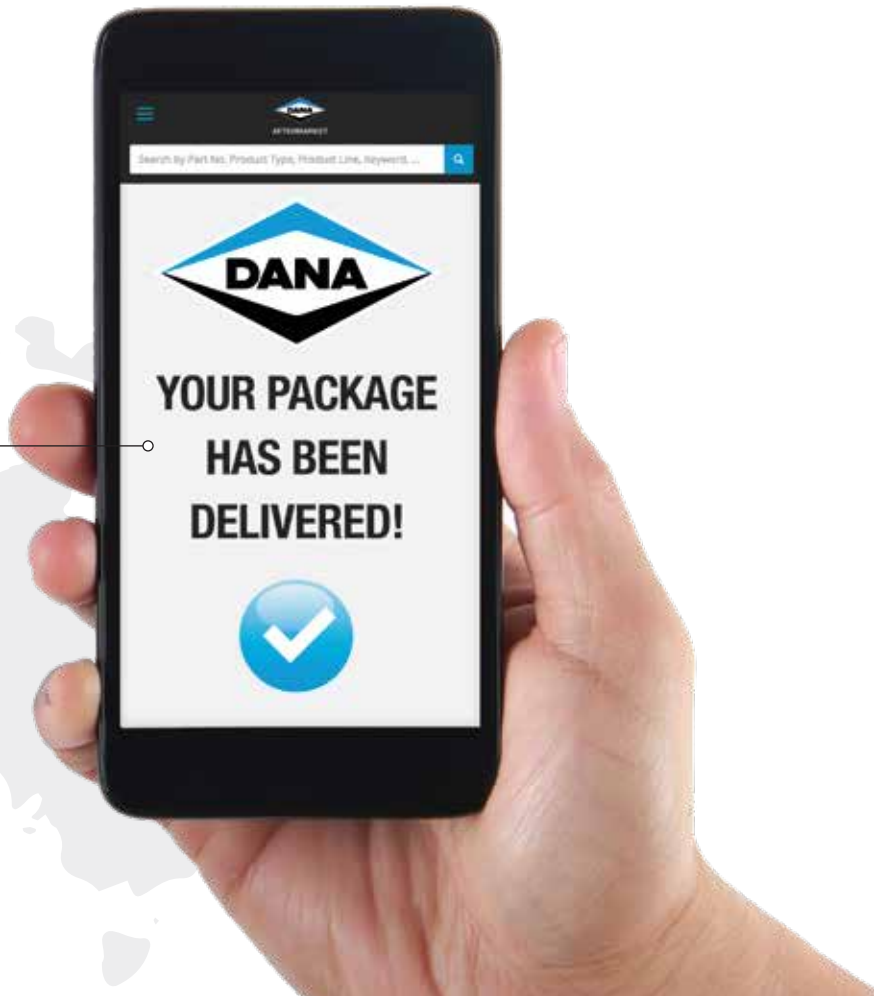
Responsive Site Design

DanaAftermarket.com features a mobile-ready, responsive design to optimize performance on any web-enabled device, platform, or browser. Responsive design automatically scales content to fit the screen you're using, making it easy to do business just about anywhere.
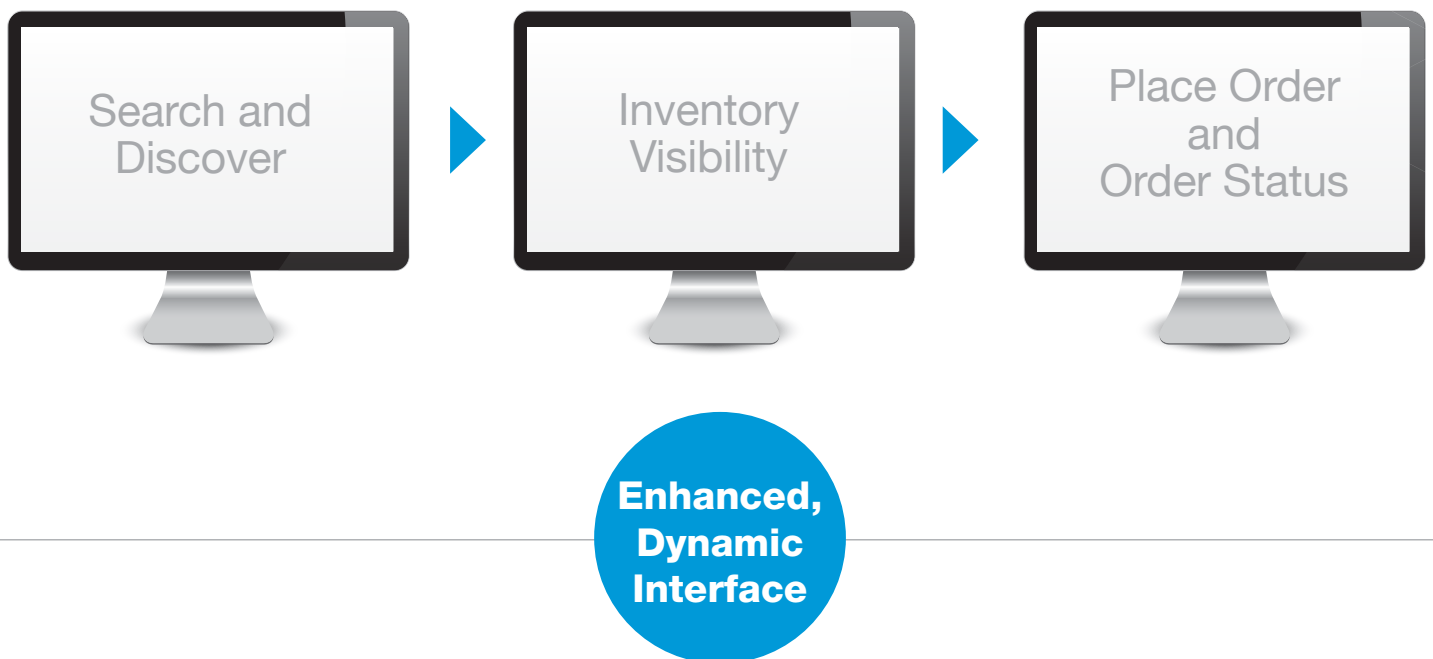
Track Order Status (Secure Portal)

With direct connectivity to FedEx, UPS, and other freight companies, direct Dana customers have immediate access to shipping information, including real-time order status. Push notifications issued through email and/or text provide delivery status and confirmation—so customers know exactly when a delivery is expected and when it arrives.

Real-Time Commerce

Reduced Platform Complexity

- **Comprehensive world-class, customer-focused experience for all Aftermarket customers**
- **Utilizes cloud technologies to integrate multiple back-end systems**
- **Delivers modern experience, enabling customers to:**

    ▸ Quickly identify parts with broad search capabilities, dynamic part descriptions, and extensive product resources

    ▸ Receive customized pricing

    ▸ View real-time inventories

    ▸ Easily place and track orders

Search and Discover → Inventory Visibility → Place Order and Order Status

Enhanced, Dynamic Interface

Contact your Dana Aftermarket sales representative for more information about our industry-leading products. For additional information, visit SpicerParts.com and VictorReinz.us.

DANA Aftermarket