



Stay competitive with flexible and cost efficient new vehicle data.

As a key decision maker, the ability to utilize flexible and cost efficient new vehicle data is vital to staying competitive. Accurate and timely VIN data has proven to help dealers increase market share as well as boost revenue by offering additional value-add products and services in the market.

Delivering the right solutions that work for you.

That's why DataOne Software starts at the beginning to deliver data solutions that work for you. With one of the largest Vehicle Identification Number (VIN) referenced and vehicle specification data sets in the nation, our data solutions vehicle records span 1981 through current shipping vehicles. Our vehicle data current and consistent with OEM releases to support shipping of new vehicles to the dealers lot for sale as new. But the power of our data doesn't stop there. Our flexible, intelligent products have the ability to incorporate vehicle build logic to generate customized data sets based on your need and application.

Intelligent architecture and cost effective abilities.

Developed with industry applications in mind, the VINBasic™ and extended data products, provided by DataOne Software, deliver dealer confidence with flexible, cost-effective vehicle data solutions. Dealers solution providers value our products due to the complete nature of our data, intelligent architecture of our database and cost effective ability to use data for business-specific applications.

- Improve data quality and accuracy for vehicle information
- Increase web traffic with automatic data distribution to website or automotive portals
- Boost consumer interest by offering additional products and services
- Grow market share with timely and accurate vehicle data

Did you know?

The usage of VIN data is not standard in the automotive industry.

Characteristics within the VIN number are subject to definition by each automaker. VIN numbers are used differently among OEMs, makes, models, and year of vehicles.

DataOne solutions remove the complexity and variations existent within VIN data. Our process streamlines the VIN data and provides you with basic reference to the vehicle. In addition, our data solutions provide a deeper level of integration and reference to indicate available vehicle equipment not indicated specifically by the VIN.

Recently, OEMs have increased marketing standards for new vehicles. Rely on our consistent, accurate and timely data solutions to maintain compliant vehicle listings and avoid penalties.

Now you know.

Data Solutions

Automotive marketing providers value our solutions due to the complete nature of our data, ease-of-use database and cost effectiveness. Successful marketing providers use our VIN decoding and extensive database including specifications and service data for CRM integration including campaign marketing, media and editorial content.

	VINBasic™	Specifications	Media	Editorial
Use Cases	<ul style="list-style-type: none"> Normalizes dealer inventory feed Generates basic search and drop down list descriptions for local classified sites Assists in executing consumer sales and service campaigns This data set maps to specifications, media and editorial content through DataOne StyleID. 	<ul style="list-style-type: none"> Window stickers or enhanced web listings OEM and generic vehicle options used for vehicle comparison & vehicle builder Dealer website content and SEO with rich descriptions Dealer-to-Dealer Auctions Maps to VIN and basic vehicle data through DataOne Style ID. 	<ul style="list-style-type: none"> Dealer websites Classified listing sites Automotive portals Generic model consumer research modules Maps to VIN and basic vehicle data through DataOne Style ID 	<ul style="list-style-type: none"> Classified listings Automotive portals CRM campaigns Micro sites SEO value Maps to VIN and basic vehicle data through DataOne Style
Data Access	<p>Delimited file containing an industry standard VIN pattern for coordinating to a 17 digit VIN along with truly decoded and referenced fields.</p> <p>Delivered via ftp, updated weekly</p>	<p>Database tables available for import into any database environment including Oracle, SQL Server and MYSQL. •</p> <p>-----</p> <p>Also available through on-demand web services for real-time single VIN lookup • Utilizes REST / XML for non-dependent platform integration</p>	<p>Media files are delivered via FTP with weekly updated and reference to basic vehicle data for ease of use.</p>	<p>Editorial content are delivered via FTP with weekly updated with vehicle specific content referenced to basic vehicle data for ease of use.</p>
Solution Descriptions	<p>VIN Pattern, Vehicle ID, Year, Make, Model, Trim, Style, Vehicle Type (Car, Truck etc), Body Type (Sedan, Coupe etc), Body Subtype (Crew Cab, King Cab etc), Doors, MSRP, Plant, Restraint Type, Length, Width, Height, Wheelbase, Curb Weight, GVW Rating, Wheel Dimensions, Fuel Tank, Capacity, Drive Type, Fuel Type, Engine Block Type, Cylinder</p>	<p>Installed equipment, Available optional equipment, Available colors, Specifications, EPA / Mileage, MSRP Pricing, Options Pricing, Weights and Dimensions, OEM Warranty descriptions.</p> <p>Additionally, mappings to third party ratings, standards and media are available.</p>	<ul style="list-style-type: none"> OEM marketing photos Premium stills Color matched photo 360 Panos Vehicle test drive videos 	<ul style="list-style-type: none"> Awards and accolades Vehicle reviews Editorial columns with weekly publication Diverse automotive topics