



SBD CASE STUDY

INNOVATING
POWERFUL
PLANNING TOOLS
FOR OEMS

SBD Automotive

DataOne's data granularity sparks new ideas at SBD.

When SBD first reached out to DataOne, they had just launched their innovation team. As a data provider themselves, they knew the importance of having the right information for the right project.

As the two businesses partnered for their initial project, SBD quickly realized that the breadth and quality of the data that DataOne offered would allow them to better support automotive manufacturers.

“When we saw what DI had in terms of depth and the completeness of the data, that triggered a whole new wave of innovation.”

Andrew Hart, Innovation Director

SBD's feature set created a solid foundation for their new product. This, along with the deeper dive into a broader range of vehicle features that DataOne captures, provides the data sets needed to provide insights to manufacturers in the planning stages. The integration of these two solutions created new opportunities, including the development of tools for dealers, insurers, and OEMs.

Overcoming Challenges

Teams were formed from SBD's Innovation Division and DataOne's custom development and consultation group. As they discussed their concepts and shared resources, the teams started to ideate around a product that would meet the need for a shared target audience. They realized that there was an opportunity for both sides to contribute expertise towards developing a product that would stand out and address unrealized needs in the marketplace.

The responsiveness and support that SBD received from DataOne was top notch. “We've had a lot of partnerships in the past, and we've often found that whoever makes the most noise gets the most attention, but not with DataOne. Your team has always been very proactive and very supportive” said Andrew Hart, Innovation Director at SBD. “Our biggest challenge in developing our product was around the descriptions behind the normalized definitions of different features. We were building the intelligence to support the tool, but needed to do a lot of work on combining features and making sure we were doing like to like comparisons. That's where DataOne was able to shine.”

With DataOne vehicle and VIN data, SBD created a powerful tool for all OEMs

The two teams brought together the expertise of SBD with the breadth of data from DataOne to create a powerful software solution for OEM marketing and vehicle planning activities. The resulting vehicle planning product provides a comprehensive solution for competitive intelligence & vehicle product planning. It empowers automotive analysts to create, configure, and export deep insights all within a single tool, shortcutting the typical effort required to create complex tables and graphs needed to support decisioning by data analysts and planners.

“It used to take us days to research the kind of insights we can now confidently create and export in minutes. This is a game changer for anyone responsible for analyzing automotive trends.” Head of product planning, Major US OEM

Choosing a Data Partner Rather Than Settling For a Data Provider

The breadth, accuracy, and architecture of a dataset, are all vitally important in your choice of providers. SBD chose DataOne because there was a fit between their needs and the capabilities that the data offered. However, SBD found an even greater value in the consultative, partner based approach that DataOne takes with their customers. This approach led to additional innovation, beyond the original scope of the project, and enhancements to SBD’s already strong product offerings resulting in additional revenue streams for the business. When choosing a solution to your business’s data needs make sure you choose a data partner not just a data provider. As SBD discovered, the right partner’s willingness to collaborate and share their expertise can make all the difference in not only meeting, but exceeding, your project or product expectations.



ABOUT SBD | www.sbdautomotive.com

SBD Automotive (sbdautomotive.com) is a global consultancy firm specializing in automotive and mobility technologies. For over 20 years, their independent research, insight, and consultancy have helped vehicle manufacturers and their partners create smarter, more secure, better connected, and increasingly autonomous cars.

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SPEAK WITH YOU ABOUT YOUR SPECIFIC NEEDS

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