

FROST & SULLIVAN

*SYNCRON*

**2022**  
**ENABLING**  
**TECHNOLOGY**  
**LEADER**

*NORTH AMERICAN AFTERMARKET  
SERVICE LIFECYCLE MANAGEMENT  
APPLICATION INDUSTRY*

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each Award category before determining the final Award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Synchron excels in many of the criteria in the aftermarket service lifecycle management application space.

AWARD CRITERIA	
Technology Leverage	Customer Impact
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

### Commitment to Innovation

*“Synchron’s price solution provides customers with an average profit uplift of 5.2% across multiple manufacturing industries, with auto parts distributors being the highest. Through this solution, customers can achieve visibility across all their part categories and collect real-time customer feedback to meet the changing market dynamics and customer base proactively.”*

**- Wallace Lau,  
Industry Principal**

Founded in 1999 in Sweden, Synchron serves the automotive aftermarket across multiple industries, such as manufacturing, distribution, and retail, offering a fully connected suite of software-as-a-service (SaaS) solutions to help clients optimize their pricing, customer service, and profitability. Synchron offers the following three main solutions: Service Fulfillment (warranty and field service), Service Go to Market (contract price and pricing intelligence), and Service Supply Chain (inventory and retail inventory), all of which are supported on the Synchron CSX Cloud platform. The company designed its Service Go to Market and Service Supply Chain solutions to help

clients navigate increasingly risky and unpredictable market conditions.

Under the Service Go to Market umbrella, Synchron’s price solution provides an automated part pricing system that maximizes revenue for original equipment manufacturers (OEMs), Tier I suppliers, warehousing, and retailers. The price solution first utilizes statistical algorithms to discover market pricing dynamics, before leveraging artificial intelligence (AI) and machine learning (ML), to enhance the service solution’s opportunity identification capabilities even further. Synchron’s price solution provides customers

with an average profit uplift of 5.2% across multiple manufacturing industries, with auto parts distributors being the highest. Through this solution, customers can achieve visibility across all their part categories and collect real-time customer feedback to meet the changing market dynamics and customer base proactively.

Syncron's Service Supply Chain solution enables manufacturers and distributors to streamline the supply chain from top to bottom. This solution enables visibility for clients to reduce inventory overstock, wait times, and downstream distribution issues that have a significant financial impact for their distribution channel partners. Syncron's solution can calculate various part demand probabilities to help customers optimize their supply chains - thus reducing freight and aftermarket supply chain costs by up to 40%.

### ***Commercialization Success***

As one of the market leaders in the automotive pricing intelligence application aftermarket, Syncron has built a trusted foundation and has consistently and successfully expanded its service solution ecosystem to complement the CSX Cloud platform and the three main service solutions effectively. Syncron has nicely grown its service capabilities, from being algorithmic-based to AI- and ML-based. As a result, Syncron delivers rich data points through advanced analytics and risk assessments. With these functions, Syncron's solutions provide clients with the ability to predict potential price movements or supply chain bottlenecks and make actionable informed decisions accordingly.

Furthermore, Syncron's solutions create value for customers through organizational transparency and accuracy at each supply chain level, which is highlighted in two customer success stories from NFI Parts and PACCAR. NFI Parts utilizes the Syncron Inventory solution to optimize its supply chain and inventory levels, thus enabling on-demand delivery to reduce downtime effectively for clients. PACCAR utilizes the Syncron CSX platform to automate return processing between the dealer and the OEM, providing transparency on returns and reducing overall costs.

Frost & Sullivan commends Syncron's diverse service solution ecosystem that has successfully helped manufacturing and distribution companies in the automotive aftermarket overcome supply chain issues.

### ***Application Diversity***

Syncron has a clear competitive advantage, as its CSX platform powers and connects all three of its main service solutions to work in unison for customers. Frost & Sullivan's own research confirms that other competitors in this market commonly only focus on one area of expertise (such as inventory management). In addition, many manufacturers face challenges from multiple service areas, from pricing intelligence to warehousing inventory management.

Syncron brings solution diversity into its offerings, which can be individually designed to meet customers' intelligent pricing or supply chain automation needs, thereby differentiating the company from competitors. This diversity has proved to be a major selling point for potential clients; it provides flexibility and a one-stop solution to create customer-specific programs and meet varied requirements.

### **Customer Ownership Experience**

Syncron has achieved market leadership based on its sizeable customer base with some of the largest manufacturers and distributors worldwide, such as NFI Parts, Daimler, LKQ, and PACCAR. Syncron's customer satisfaction and ownership are positive based on the vast number of customers praising the company's SaaS solutions. In these success stories, customers routinely note the importance of Syncron's solutions in improving inventory management, parts pricing, and distribution efficiency. Ultimately, customers view Syncron as a key partner that helps them optimize their operations and drive long-term growth.

### **Customer Service Experience**

Syncron's committed focus on offering a positive customer service experience has been a significant factor

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in its high customer satisfaction and retention rate. The company offers 24/7 customer support to clients worldwide - from technical help to service management. Furthermore, Syncron assigns every customer with a designated service manager who understands each client's specific business needs. To improve service results, the designated service manager can provide key performance indicator (KPI) updates on service performance measures, such as customized data reports and key actions. Frost &

Sullivan applauds Syncron's ability to create a proactive and interactive customer service experience for clients.

### **Brand Equity**

The Syncron name is synonymous in the aftermarket with enabling profitability growth and is a brand that customers consistently recognize, in terms of meeting their pricing and inventory management needs. The company's strong brand equity can be attributed to its long-standing relationships with leading manufacturers, dealers, distributors, and aftermarket channel partners, providing Syncron with an edge in a highly competitive market. Customers trust the Syncron brand and rely on its service solutions to drive revenue growth in their business operations. Syncron's strong brand and services have resulted in a remarkable 99.3% customer retention rate since 2015.

## **Conclusion**

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Syncron's solutions are a fully connected automotive aftermarket service lifecycle management suite that creates pricing intelligence and visibility for OEMs, dealers, and distributor supply chains. The company's success in this field is evident by the largest manufacturers and distributors implementing its applications. Frost & Sullivan analysts recognize and appreciate the way that Syncron enables customers to optimize their parts inventory, delivery time, and service quality to meet the challenging demands of service-driven business models. With its strong overall performance, Syncron earns the 2022 North American Frost & Sullivan Enabling Technology Leadership Award in the aftermarket service lifecycle management application industry.

## What You Need to Know about the Enabling Technology Leadership Recognition

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Frost & Sullivan's Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

### Best Practices Award Analysis

For the Enabling Technology Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Technology Leverage*

**Commitment to Innovation:** Continuous emerging technology adoption and creation enables new product development and enhances product performance

**Commitment to Creativity:** Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

**Stage Gate Efficiency:** Technology adoption enhances the stage gate process for launching new products and solutions

**Commercialization Success:** Company displays a proven track record of taking new technologies to market with a high success rate

**Application Diversity:** Company develops and/or integrates technology that serves multiple applications and multiple environments

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

