uppiti

Insights Dashboard

Brand

Data Quality Report

Measuring your KPI's: How TecDoc Ranks the quality of your data.

TecDoc rewards you for the quality of your data.

Your data isn't just information it's revenue. A high-quality data score and strong TecDoc ranking directly impacts your sales performance.

In this modern world the quality of your data directly impacts your sales performamce.

?????? is currently classified as a Data Supplier

Being ranked as a Data Supplier places you at the entry level within TecDoc's hierarchy. This position limits your visibility and competitive advantage.

The next step is to improve your data so you achieve a Certified Data Supplier Status, and then with continued improvements to become a Premier Data Supplier. This top-tier ranking maximises visibility, builds trust with distributors and buyers, and positions your brand as a leader - not just a participant.

Why Your Data Quality Report Matters -

Your data isn't just information it's revenue. A high-quality data score and strong TecDoc ranking directly impacts your sales performance.

When your product data is complete, accurate and optimised, customers quickly find the right part, trust what they're buying, and make a purchase with confidence.

The result? Increased sales and higher conversion rates.

On the other hand, incomplete or incorrect data creates doubt. And doubt leads to customers choosing an alternative product, and losing sales to your competitors!

If customers can't find it, don't understand it, or aren't confident in it, they won't buy it.

Uppiti Data Quality Report can help you increase sales and your TecDoc Ranking

Our Uppiti Data Quality Report shows you exactly where you're losing opportunities - and how to fix them - so you can maximise visibility, build buyer confidence, drive more sales, and increase revenue.

In today's competitive marketplace, data quality isn't just an operational detail — it's the difference between being found and being forgotten, between earning trust and losing the sale.

The quality of your data also affects your brand image, creates a differentiation between your competitors, reduces returns and gives you market awareness.

When customers can confidently purchase the right product with images, accurate fitting information, and enjoy a seamless experience, they are far more likely to choose your brand now and again in the future.

TecDoc Data Quality Management Scores

TecDoc ranks you as a data supplier in three categoreis. These are:

- **Top level** = Premier Data Supplier
- **Mid level** = Certified Data Supplier
- **Base level** = Data Supplier

Monroe is currentky ranked as a Data Supplier and this places you at the entry level within TecDoc's hierarchy. This position limits your visibility and competitive advantage.

By improving the accuracy, completeness and structure of your data, you can progress to Certified Data Supplier status - strengthening credibility and improving how your products are positioned in the market.

The ultimate goal is to achieve and consistently maintain Premier Data Supplier status. This top-tier ranking maximises visibility, builds trust with distributors and buyers, and positions your brand as a leader - not just a participant.

Advancing your ranking isn't just about status — it's about unlocking greater exposure, stronger market presence and increased sales potential.

How do you improve your ranking?

To become a Certified Data Supplier you need to look at KPI's 1,2,5,6 and 7

- KPI 1 Needs a score of 99%
- KPI 2 Needs a score of 99%
- KPI 5 Needs a score of 99%
- KPI 6 Needs a score of 80%
- KPI 7 Needs a score of 99%

To become a Premier Data Supplier you need to look at KPI's 8 to 15

- KPI 8 Needs a score of 99%
- KPI 10 Needs a score of 99%
- KPI 11 Needs a score of 99%
- KPI 12 Needs a score of 99%
- KPI 3 Needs a score of 99%
- KPI 14 Needs a score of 90%
- KPI 15 Needs a score of 90%

Data Quality Report (KPI)

Report Generated: 2026-05-04 11:20:00

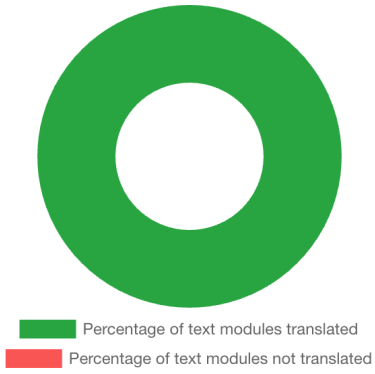
Supplier: Test (25188) | Brand: (9999) | Report No: 9999

KPI 1 – Text modules translated

Make sure that all your text modules used have been translated into the six TecAlliance core languages (DE, EN, FR, IT, ES, NL). These 6 are mandatory.

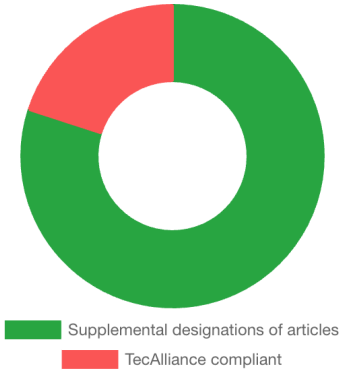
German: **100%**
English: **100%**
French: **100%**
Italian: **100%**
Spanish: **100%**
Dutch: **100%**
Average value of all translations: **100%**

Data Supplier Grade evaluation for KPI 1:
✅ **CDS** (99%+) **A** (< 99%) **B** (< 80%) **C** (< 50%)



KPI 2 – Additional product description

No supplemental designations of articles were used or the existing ones are TecAlliance compliant. You need to ensure that when you are using additional article descriptions, you make sure that they do not contain terms that are identical or contradictory to the Generic Article and that they do not contain attributes.



Total number of supplemental designations of articles: **50**

TecAlliance compliant: **40**

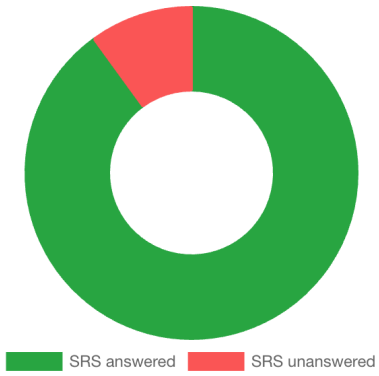
Percentage of compliant designations: **80%**

Data Supplier Grade evaluation for KPI 2:

CDS (99%+) ✅ **A** (< 99%) **B** (< 80%) **C** (< 50%)

KPI 5 – Response rate to received error information

If any issues are reported to our SRS (Specialist Reporting System) you must respond and address the issues within a 4 week period of time. Failure to do so will affect your TecDoc ranking.



SRS Received: **30**

SRS Answered: **27**

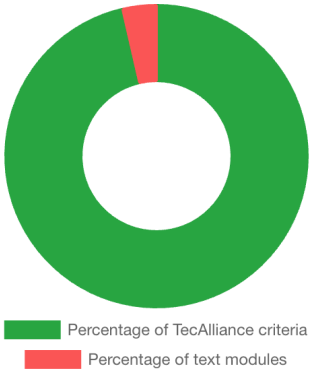
Percentage of answered messages: **90%**

Data Supplier Grade evaluation for KPI 5:

CDS (99%+) ✅ **A** (< 99%) **B** (< 80%) **C** (< 50%)

KPI 6 – Use of TecDoc attributes instead of free text

Article and linkage information are stored in standardized TecAlliance attributes. We check whether standardized TecAlliance criteria are used for article and linkage information instead of text modules. It is best to completely avoid using free text information and only use attributes. However, if you must use free text information, then the proportion of needs to be less than 20% compared to 80% for attributes.



Number of different criteria used: **200**

Use of criteria: **800,000**

Number of different text modules used: **520**

Use of text modules: **30,000**

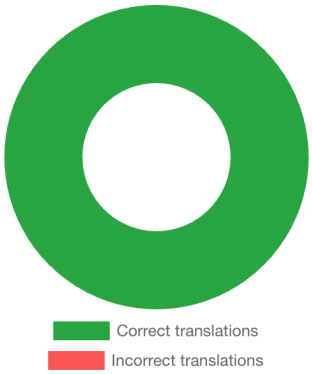
Percentage of TecAlliance criteria: **96.4%**

Data Supplier Grade evaluation for KPI 6:

CDS (99%+) ✅ **A** (< 99%) **B** (< 80%) **C** (< 50%)

KPI 7 – Translation of text modules

In KPI 7 we check that the target languages for text modules are the same as the actual languages (DE, EN, FR, IT, ES, NL, PL, RU, TR). More languages can be added to the 6 mandatory languages.



Text modules for DE, EN, FR, IT, ES, NL, PL, RU and TR: **0**

Text modules with correct translation: **0**

Percentage of correct translations: **100%**

Data Supplier Grade evaluation for KPI 7:

✅ **CDS** (99%+) **A** (< 99%) **B** (< 80%) **C** (< 50%)

KPI 8 – Permitted attributes on the first article page

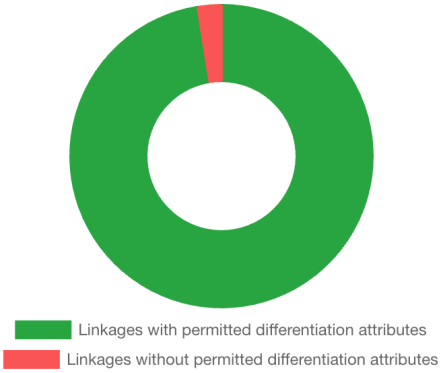
Checks what percentage of the links contain attributes that are not permitted differentiation attributes. These attributes must be converted into valid differentiation attributes.

Number of links for the Generic Articles on which the supplier evaluation is based: **200,000**

Number of linkages that contain permitted differentiation attributes: **195,000**

Percentage of correct linkages: **97.5%**

Data Supplier Grade evaluation for KPI 8:
PDS (99%+) ✅ **Not PDS** (< 99%)



KPI 10 – Differentiation of links on the main catalogue page

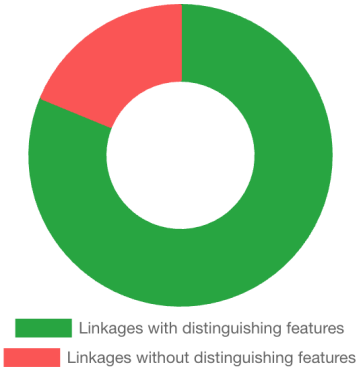
Checks whether different article numbers linked to the same Generic Article for the same vehicle differ in at least one of the following parameters: Mandatory and/or differentiation attributes, additional article description, article status, use numbers, replacements.

Number of links for the Generic Articles on which the supplier evaluation is based, which can become a VKN-X case (= multiple linkages): **160,000**

Number of linkages that have distinguishing features on the first article page: **130,000**

Percentage of correct linkages: **81.3%**

Data Supplier Grade evaluation for KPI 10:
PDS (99%+) ✅ **Not PDS** (< 99%)



KPI 11 – Decimal places for defined attributes

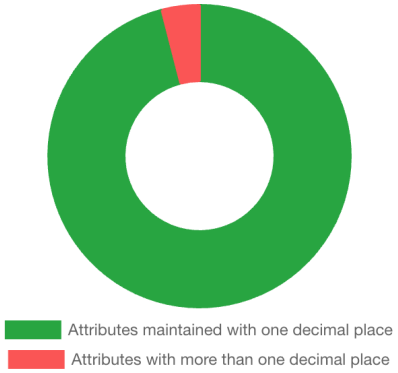
Check that certain attributes from the list defined by TecDoc per Generic Article have a maximum of one decimal place. Ideally, the values are entered without any decimal places.

Total of all attribute-value combinations for attributes from the TA list: **250,000**

Number of attributes maintained with max one decimal place: **240,000**

Percentage of correct attribute values: **96%**

Data Supplier Grade evaluation for KPI 11:
PDS (99%+) ✅ **Not PDS** (< 99%)



KPI 12 – Text modules content

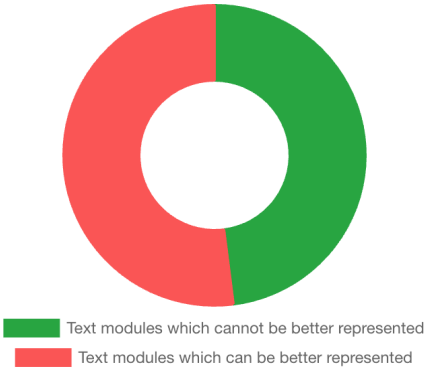
Check that text modules do not contain any attributes and cannot be transferred to other areas of the TecDoc data format. TecDoc checks whether text modules contain information that can be transferred to attributes or other areas of the TecDoc data format. Search functions and OE2IAM mapping processes are not supported by free text information. For this reason, any information that can be mapped as attributes should be made available as such or free text should be transferred to more appropriate areas of the TecDoc data format.

Number of text modules: **500**

Number of text modules whose content cannot be better represented by attributes or other TecDoc structures: **240**

Percentage of correct text modules: **48%**

Data Supplier Grade evaluation for KPI 12:
PDS (99%+) ✅ **Not PDS** (< 99%)



KPI 13 – Alphanumeric attributes contents

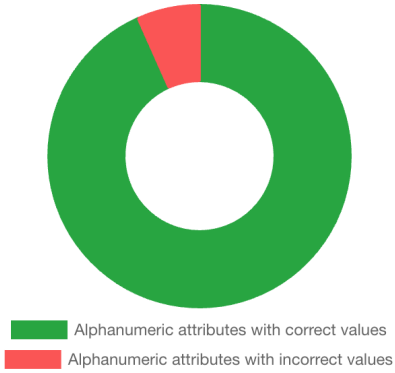
Checks whether the values of alphanumeric attributes are directly related to the respective attribute.

Total of all attribute-value combinations for alphanumeric attributes: **7,500**

Number of alphanumeric attributes maintained with correct values: **7,000**

Percentage of correct alphanumeric attribute values: **93.3%**

Data Supplier Grade evaluation for KPI 13:
PDS (99%+) ✅ **Not PDS** (< 99%)



KPI 14 – TecDoc engine code attributes

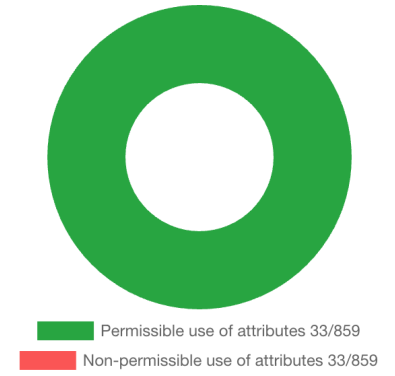
Check that only the numeric TecDoc engine code attributes 14/946 are used and not the alphanumeric attributes 33/859. If the engine code must be used to distinguish linkages, then an engine code from the TecDoc reference data based on the TecDoc attributes 14/946 should be used to make linkage distinctions available.

Number of linkages where attributes 33/859 are used: **2**

Number of linkages that can be delivered from it with the attribute 14/946 (= Yes cases): **0**

Percentage of permissible use of attributes 33/859: **100%**

Data Supplier Grade evaluation for KPI 14:
✅ **PDS** (99%+) **Not PDS** (< 99%)



KPI 15 – Only permissible key values are used

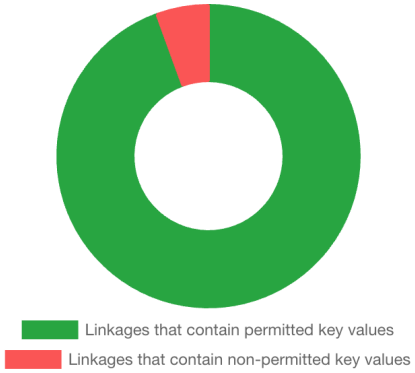
Checks what percentage of the linkages contain key values that are not allowed for certain Generic Article/attribute combinations. These key values must be converted into valid key values.

Number of linkages for the Generic Articles on which the supplier evaluation is based: **180,000**

Number of linkages that contain permitted key values: **170,000**

Percentage of correct linkages: **94.4%**

Data Supplier Grade evaluation for KPI 15:
PDS (99%+) ✅ **Not PDS** (< 99%)



How Uppiti – TecDoc Experts Can Help

Every day your TecDoc data remains incomplete or contains errors is another day your competitors are winning the sales that should be yours.

Poor data quality doesn't just affect compliance - it affects visibility, buyer confidence, and ultimately revenue. If your products aren't ranking where they should be, you're leaving money on the table.

At Uppiti, we understand that internal resources are often stretched, and priorities are pulled in multiple directions. TecDoc is detailed, technical and constantly evolving - and without deep experience, it's easy to miss opportunities that directly impact your ranking.

That's why we've built a dedicated team of TecDoc One experts. We don't just "Manage Data" — we optimise it for performance. We identify gaps, correct errors, enhance product information, and strategically improve your TecDoc ranking, so your brand becomes more visible and more competitive.

- **Higher ranking means greater exposure.**
- **Greater exposure means more enquiries.**
- **More enquiries mean increased sales and revenue growth.**

Simply put having better data quality = More Income

Don't wait while your competitors move ahead. Let Uppiti turn your data into a measurable commercial advantage.

For more information on how we can help:

Call Gavin on 0417 400 090

Email us at gavin@uppiti.com.au

Vist us as www.uppiti.com.au