

OE Replacement Chain



WHAT IS THE OE REPLACEMENT CHAIN?

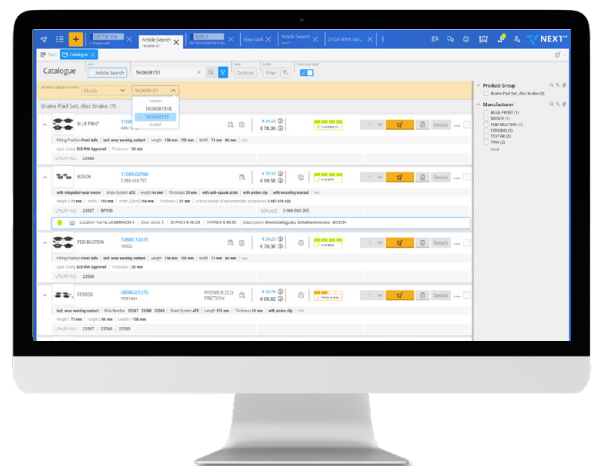
The **OE replacement chain** is a module within the **TOPMOTIVE catalog NEXT**. This builds on the basic functionality of the article search for OE numbers and supports the user in achieving better search results – for example, if OE numbers have been replaced by the manufacturer in the meantime or have already been assigned several times.

WHAT FUNCTIONS DOES THE OE REPLACEMENT CHAIN PROVIDE?

- + OE numbers may be replaced by the manufacturer at irregular intervals. This results in no article or an incorrect article. Likewise, articles may be missing due to a failure to update the numbers of the data suppliers. On top of that, it may be the case that OE numbers are assigned more than once and refer to different articles for different manufacturers.
- + Our solution: An additional selection area of the OE manufacturer including chronological display of all successors and predecessors of the searched OE number. After selecting an OE number, the items referenced under that OE manufacturer are listed. If no link to an aftermarket article is found, the OE spare part is displayed.

WHAT BENEFITS DOES THE OE REPLACEMENT CHAIN PROVIDE?

- + Improved search results
- + Greater sales opportunities thanks to higher hit rates
- + Search results optimization via the selection of OEMs and thus a limitation to the requested generic article



Last updated: 02/21

CONTACT In case of further questions, feel free to contact our team:

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