Product Navigator by JATO

August 2022

JATO
Our Knowledge is Your Power

Content

1. Introducing Product Navigator
2. Product Navigator Discovery
3. Wrap up
4. Q&A

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Product Navigator

The entire market at your fingertips

Having **entire market analysis** at your fingertips, interrogating it for **any cluster** and, at **all levels**, is essential in making **key business decisions** for your brand's competitive advantage.

JATO Product Navigator unlocks the full power of the **JATO data eco-system**, giving you access to **market-wide data analysis, seamlessly.**

JATO Product Navigator allows you to **answer key product lifecycle questions** that lead to major investment decisions.

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Product Navigator

The entire market at your fingertips

In development is an innovative solution that provides a **dynamic approach to Product Positioning**.

This is a **Business Intelligence** solution that delivers **current** and **historical Product Positioning benchmarking** across an entire market from two directions:

- Taking the buying decision steps of **customers**
- Traditional **industry** by Model/Trim

It includes recommendations for 'must have' and 'nice to have' Features

What this BI solution delivers

Ease of use with power of JATO data
making complex analysis, simple

3 clicks
to achieve the right answer on product positioning benchmarking

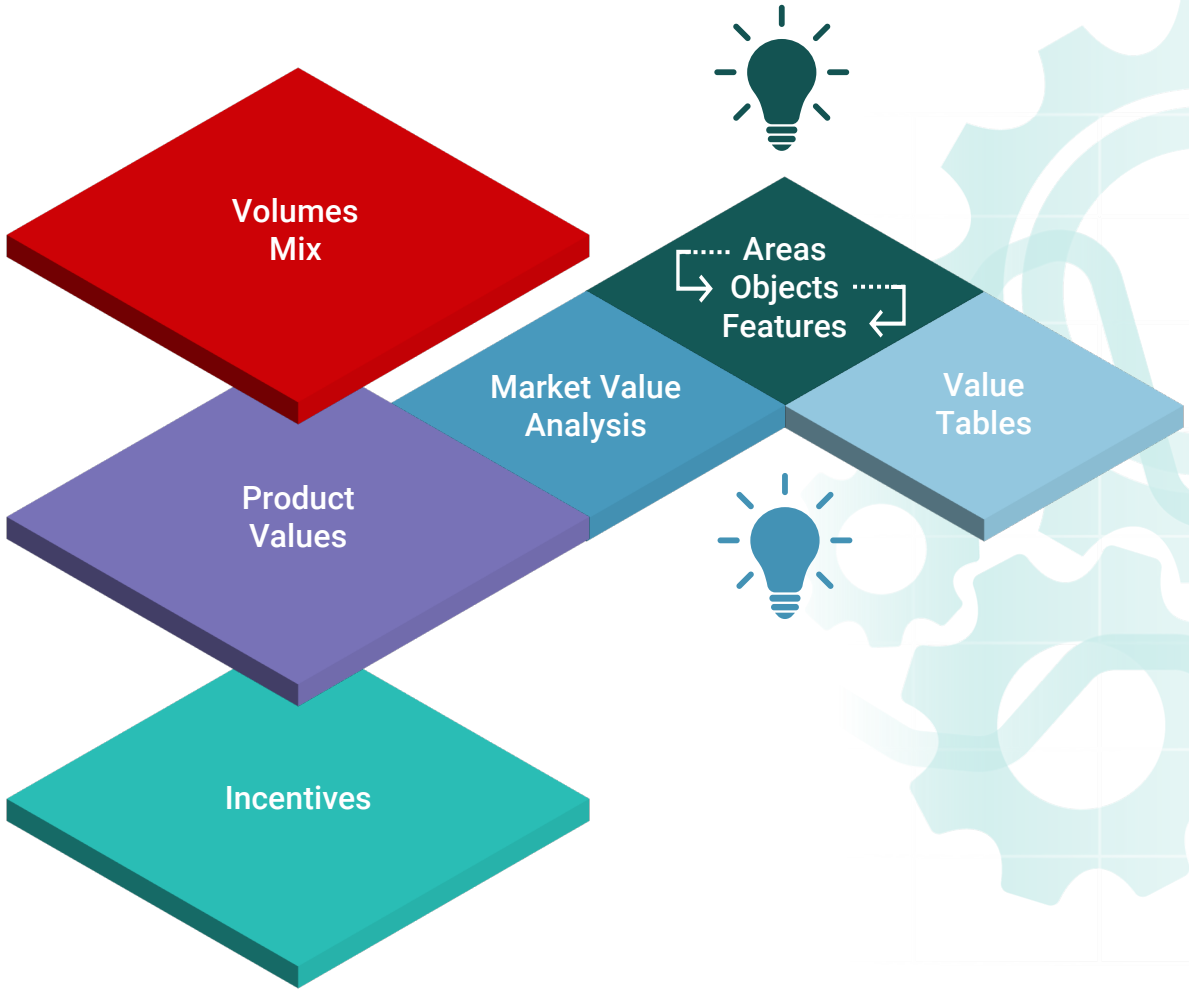
Collaborative
barrier-free teamwork sharing

Always on
access to data that requires no management

From macro to micro
allows drill down, by level, into the market

Set the scene

data model



Volumes Mix

is the backbone of the solution which actually includes the market analysis all versions sold at any point in time

Product Values

is the conversion of the **Specs database into values**

Qualified on 3 levels
- Areas
- Objects
- Features

Incentives

unlock the analysis at **Potential Transaction Price level** – optional

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What the Data model delivers

Market-driven analysis
focus on market preferences

Instant analysis
for any customer cluster

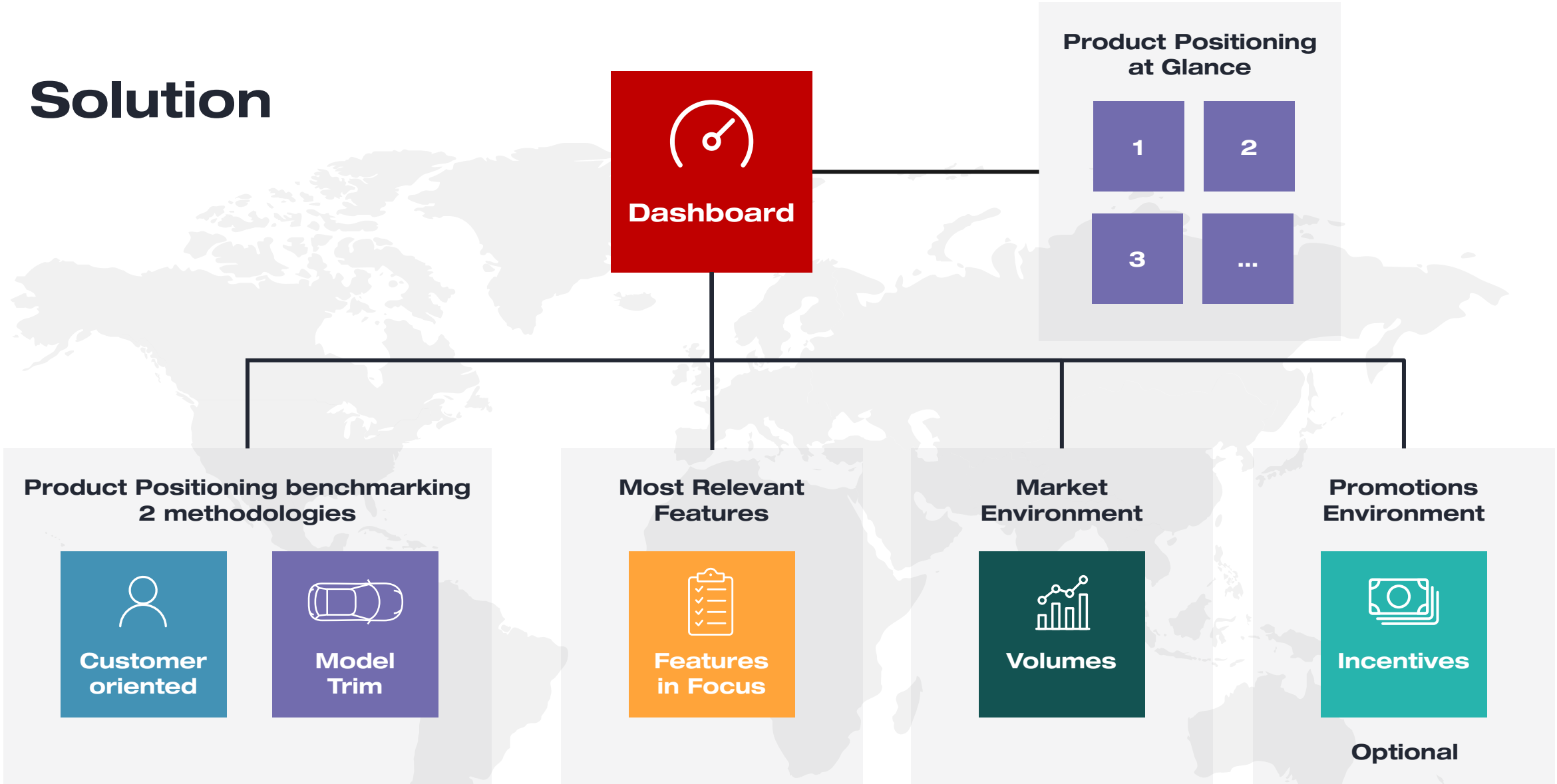
Deep dive capabilities
without delay

Product differentiators
at your fingertips

Dynamic flexibility
to suit roles

Product Navigator Discovery

Solution


Dashboard
Product Positioning at Glance
1
2
3
...
Product Positioning benchmarking 2 methodologies
Customer oriented
Model Trim
Most Relevant Features
Features in Focus
Market Environment
Volumes
Promotions Environment
Incentives
Optional

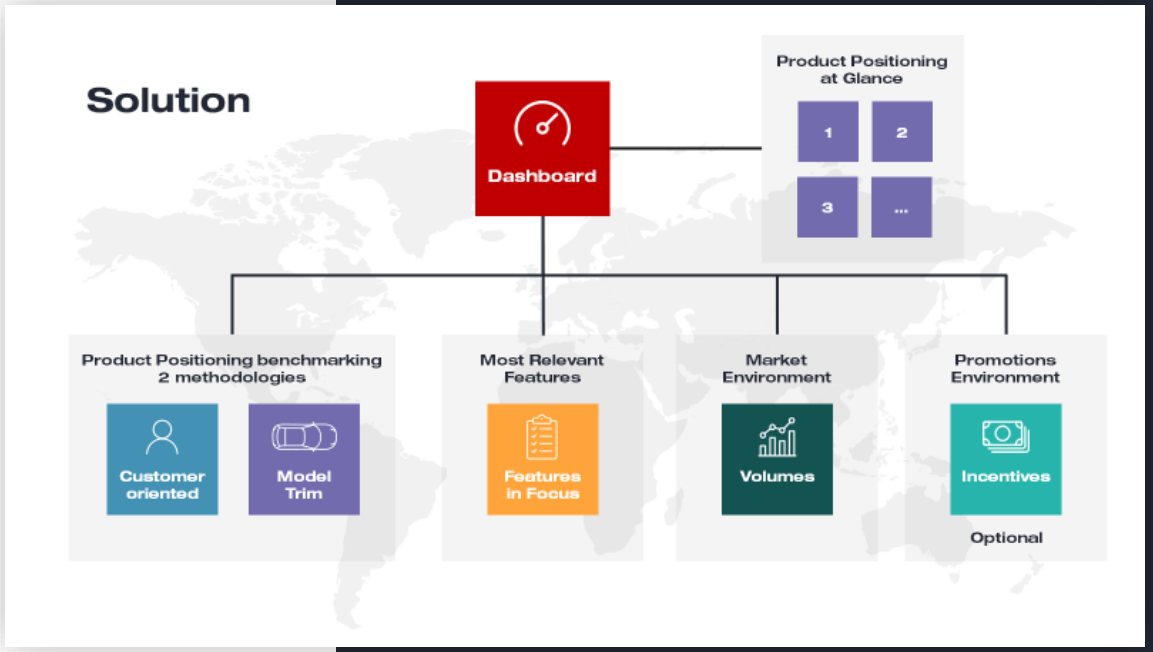
Rendering Complex Analysis, Simple

Plug & Play BI solution that supports **Product Positioning** benchmarking

It offers both an **overall market snapshot**, or to drill down into the depth of **product details**

Based on **Market Value Analysis** based on customer's own Value Tables; optionally JATO can supply these

Includes a view on both **Market** and **Incentives environment in one place**



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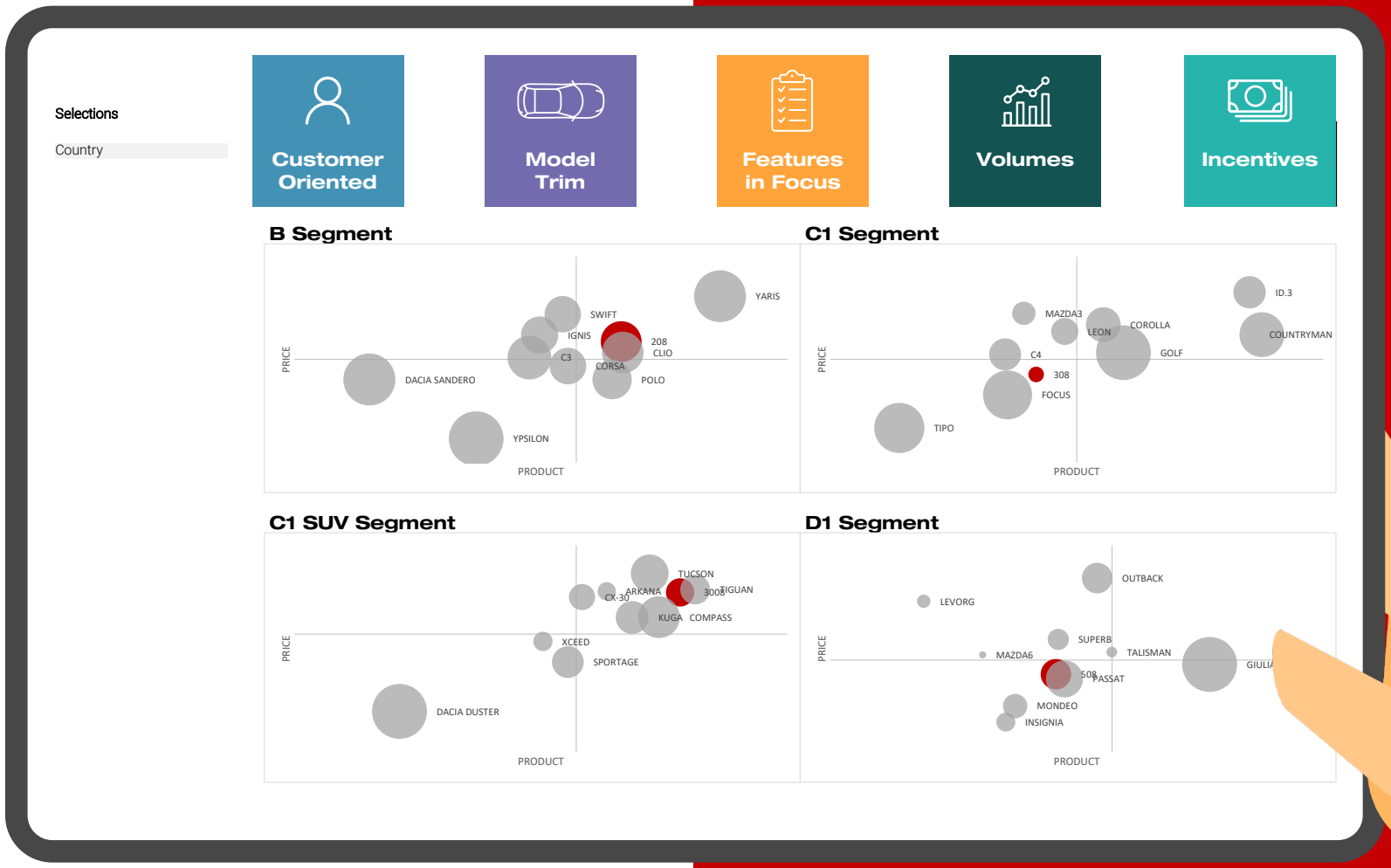
Dashboard

JATO
Dealership insights
CAR A:
Dealership: SALES
Popular features:
CAR B:
Dealership: SALES
Popular features:
CAR C:
Dealership: SALES
Popular features:
CAR D:
Dealership: SALES
Popular features:

Dashboard

Market at a glance
- Zero clicks
instant window of ALL
Product - Price positionings



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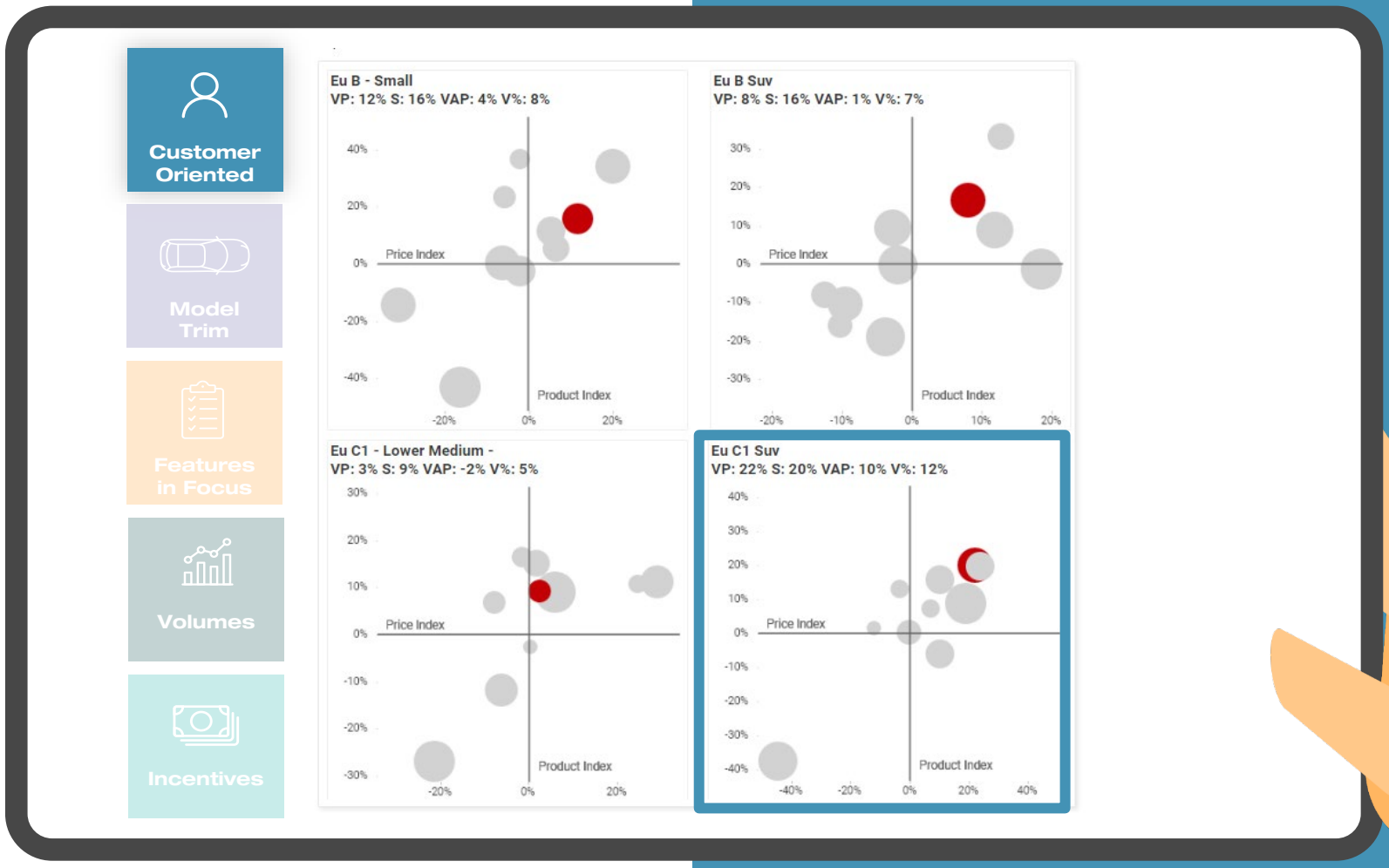
Customer Oriented

1. Does it fit with my lifestyle?
2. Can this be had within my budget?
3. Has the features I expect?
4. Compares well to competitors' products?

Dashboard


Customer Oriented
Model Trim
Features in Focus
Volumes
Incentives
Eu B - Small
VP: 12% S: 16% VAP: 4% V%: 8%
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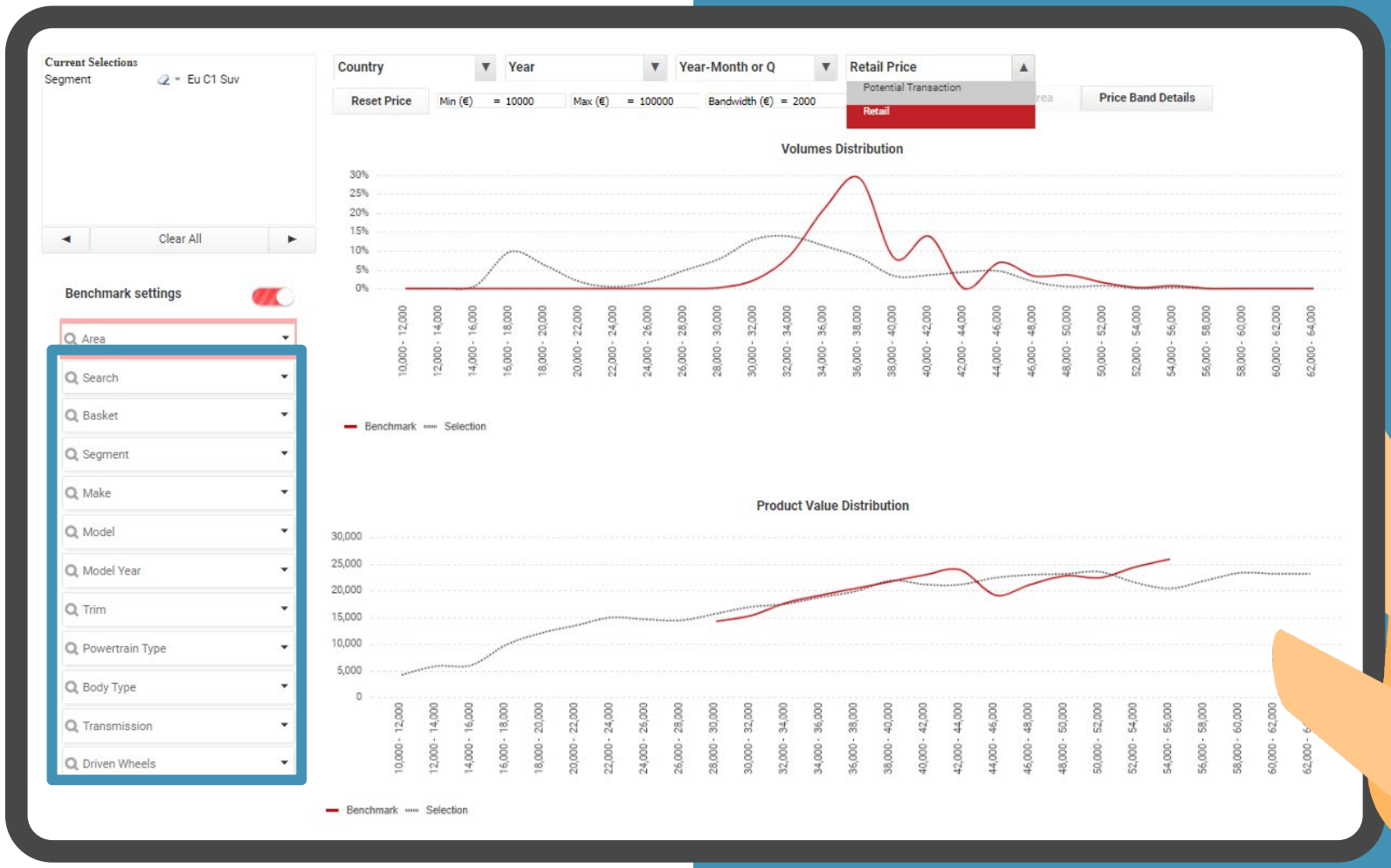
Customer Journey

- **Selection pane**
  to zoom on clusters
  or via search function
- **Price bands**
  to zoom on budget
- **Product areas**
  to zoom on bundle of
  objects/features



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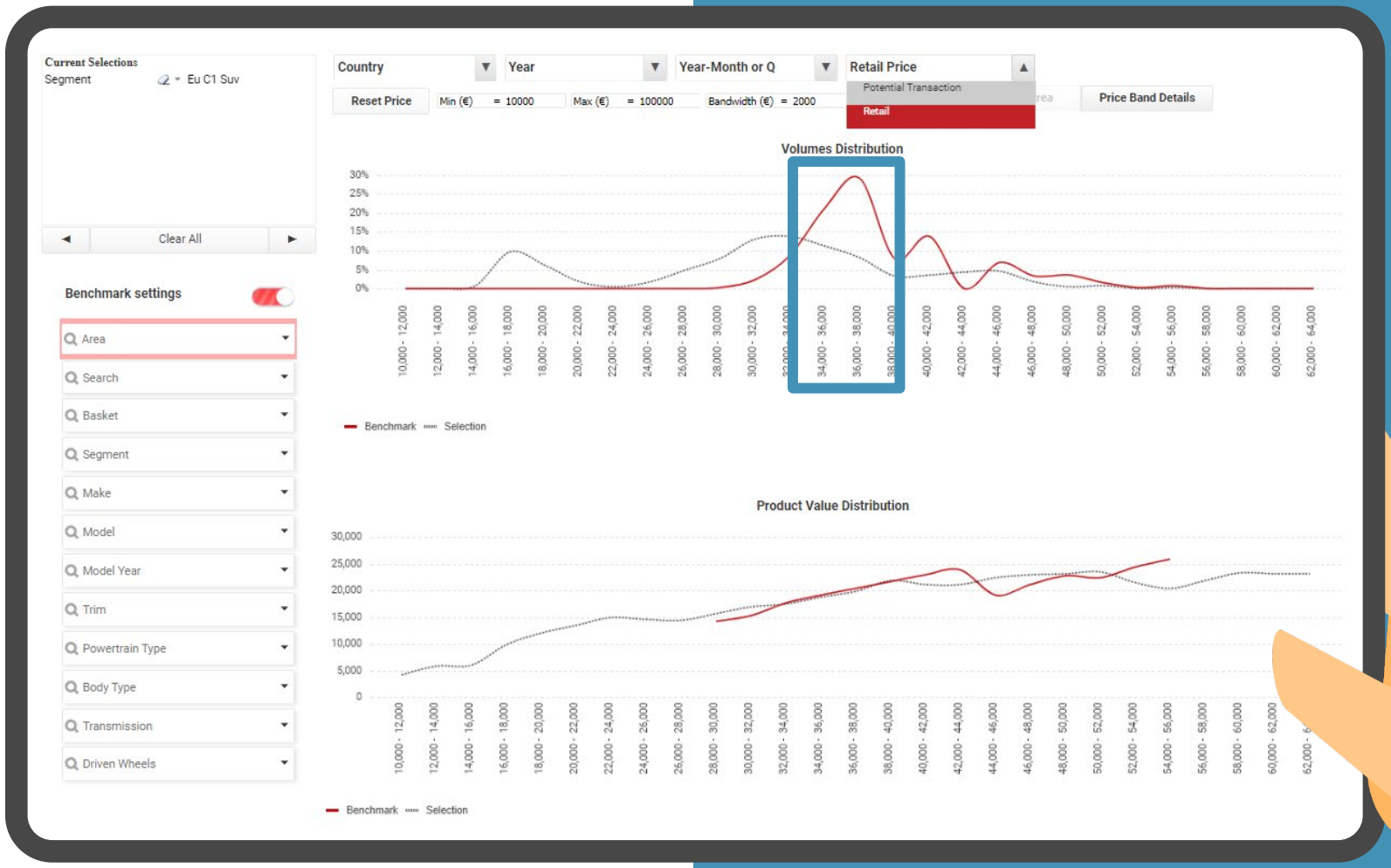
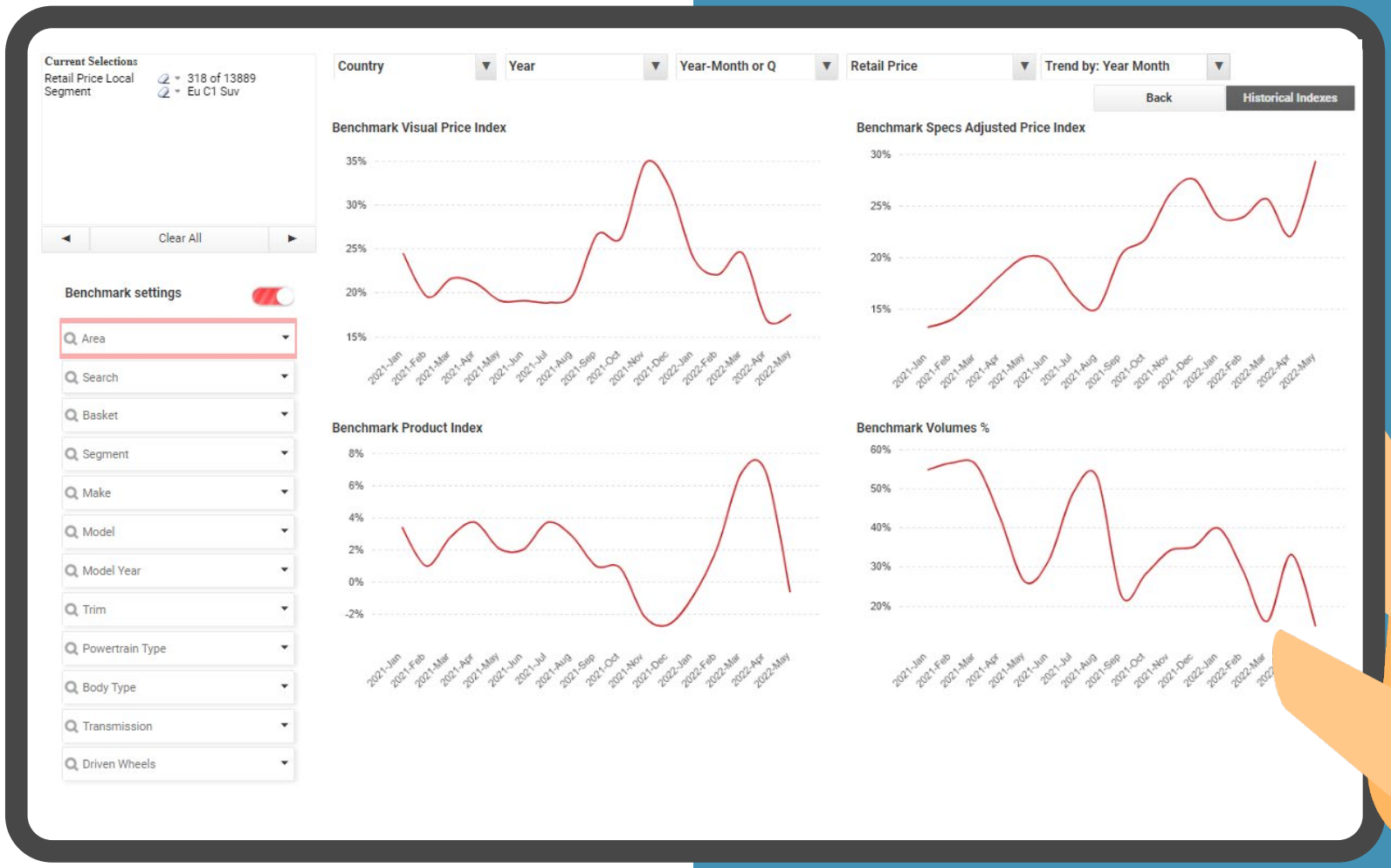


Customer Journey – zoom on a price band

- **Price / Product value**
  Vs selection
- **Product shape**
  Vs selection
- **Benchmark indexes**
  Vs selection

Customer Journey – historical indexes

- **Historical Benchmark indexes** Vs selection



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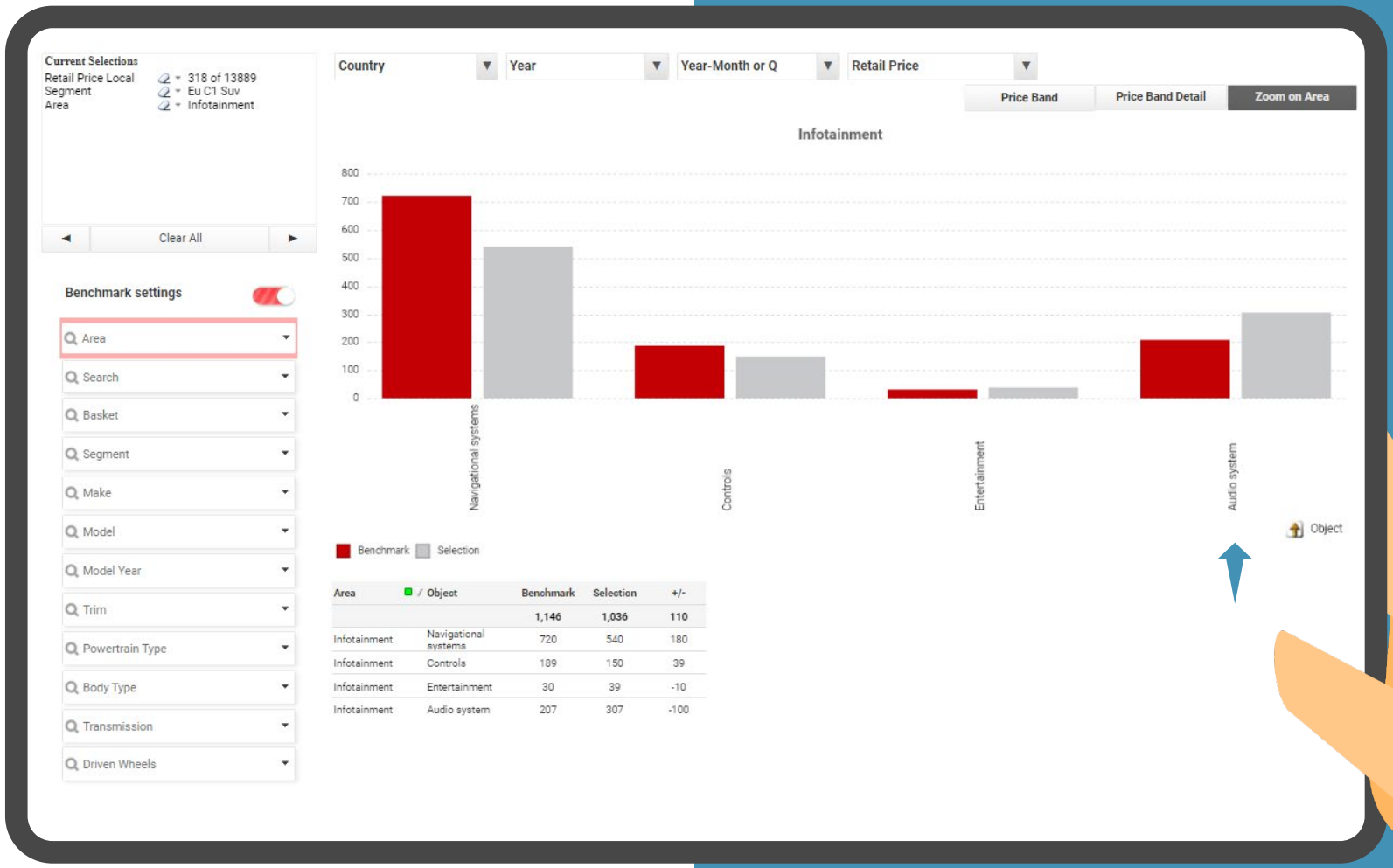
Customer Journey - zoom on a price band & area

- **Breakdown of Area at Object level**
  benchmark Vs selection

A Area

O

F



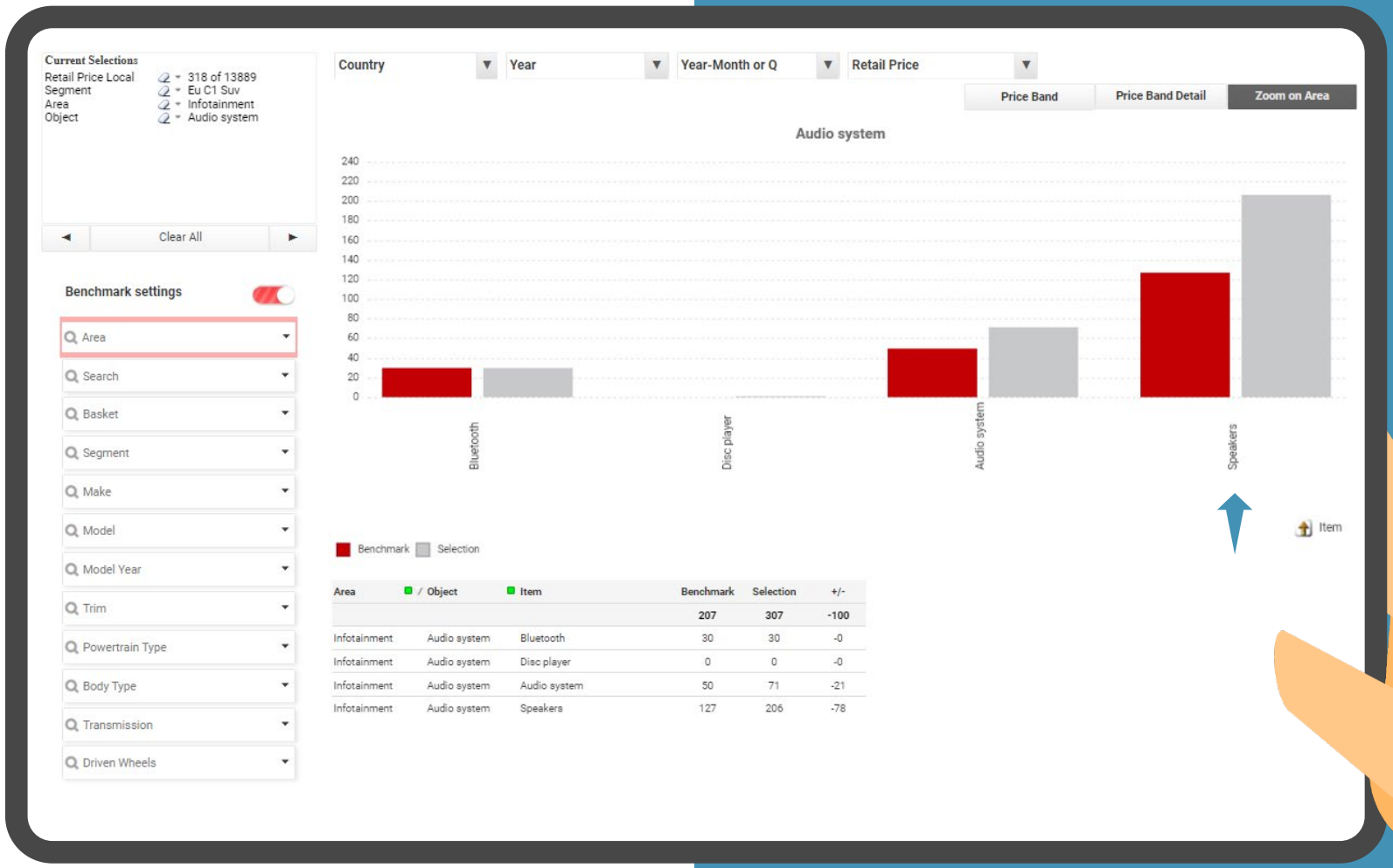
Customer Journey - zoom on a price band & area

- **Breakdown of Object at Feature level**
  benchmark Vs selection

A

O Object

F



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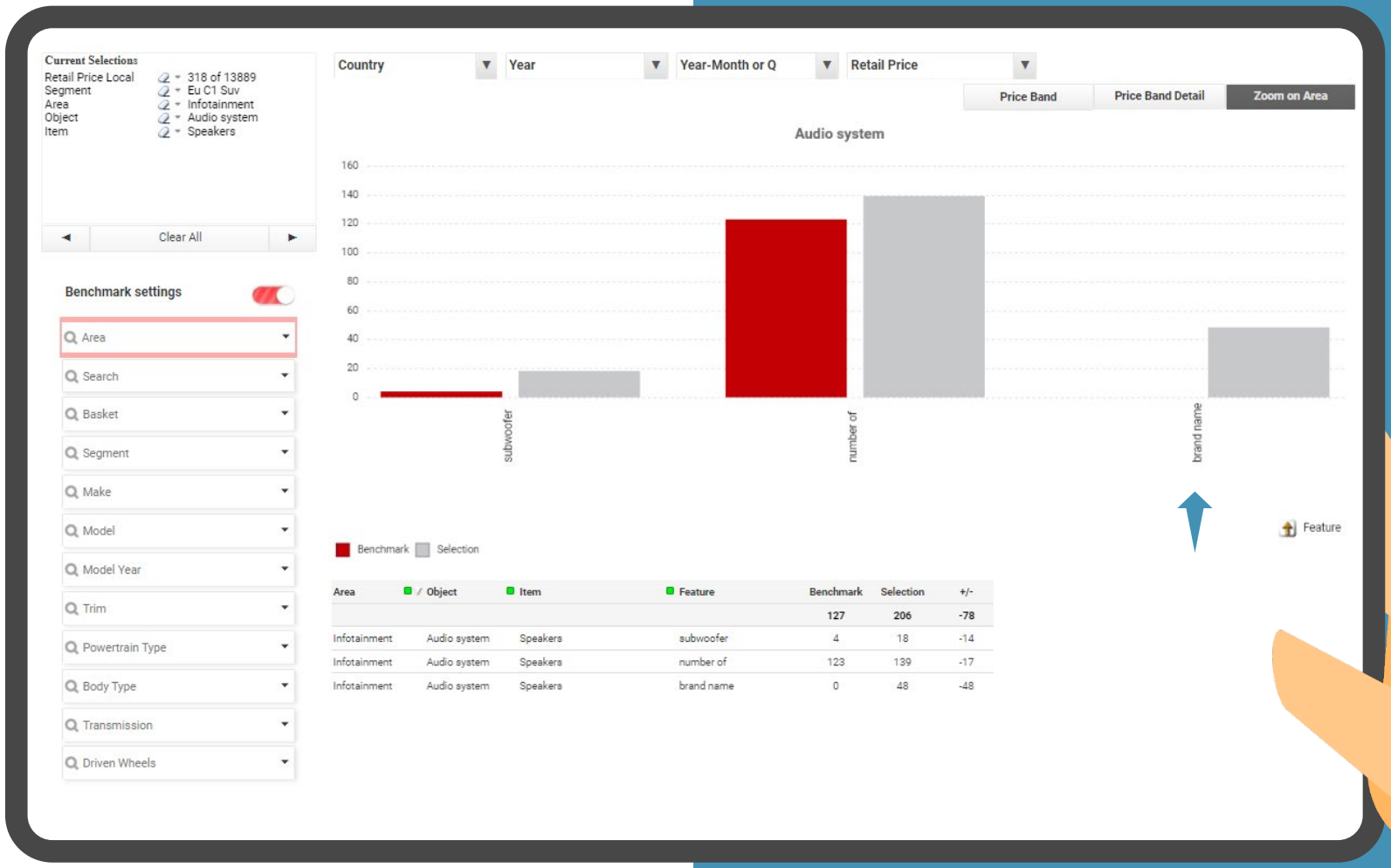
Customer Journey - zoom on a price band & area

- **Breakdown of Feature at Attribute level**
  benchmark Vs selection

A
O
F Feature



JATO

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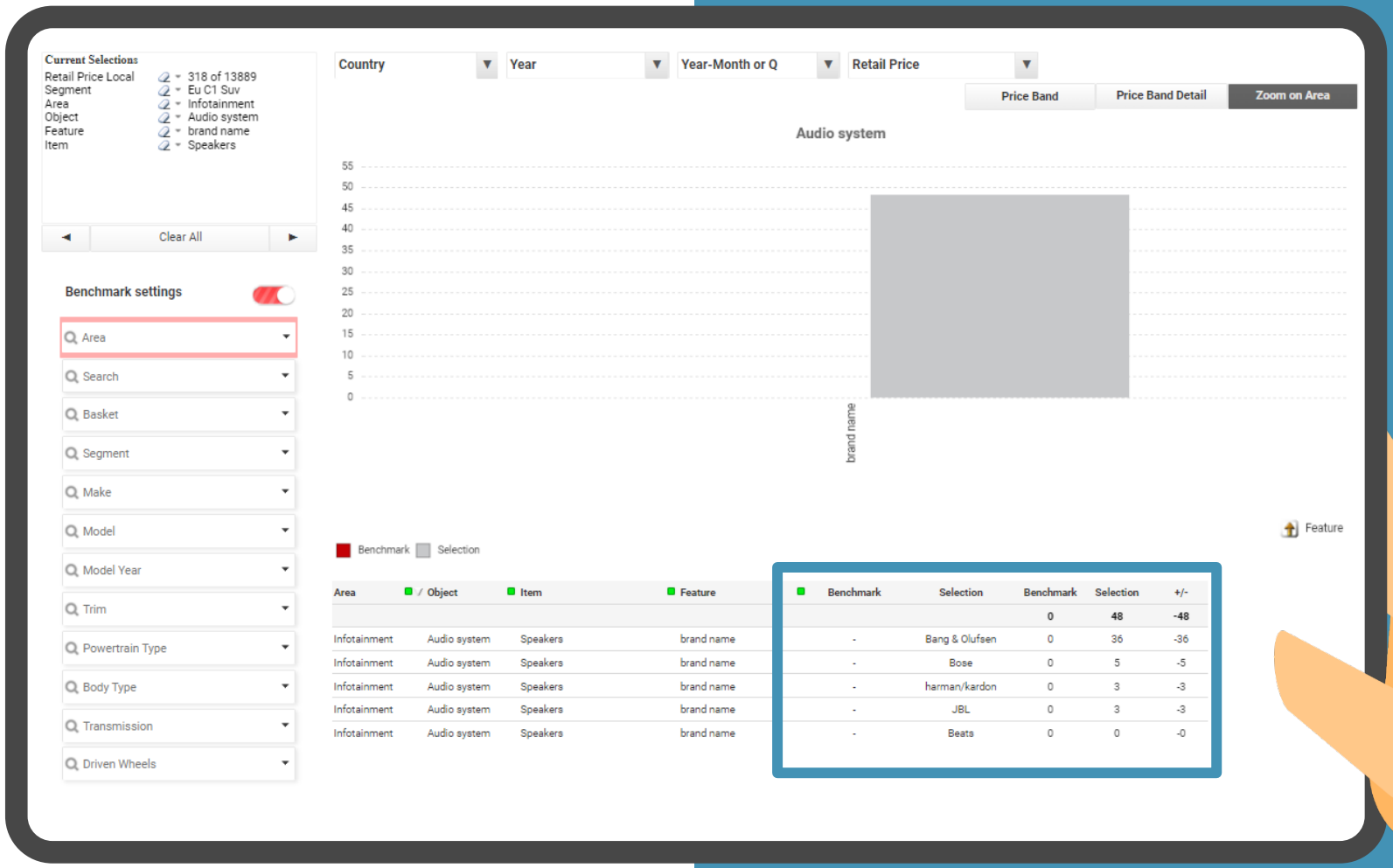
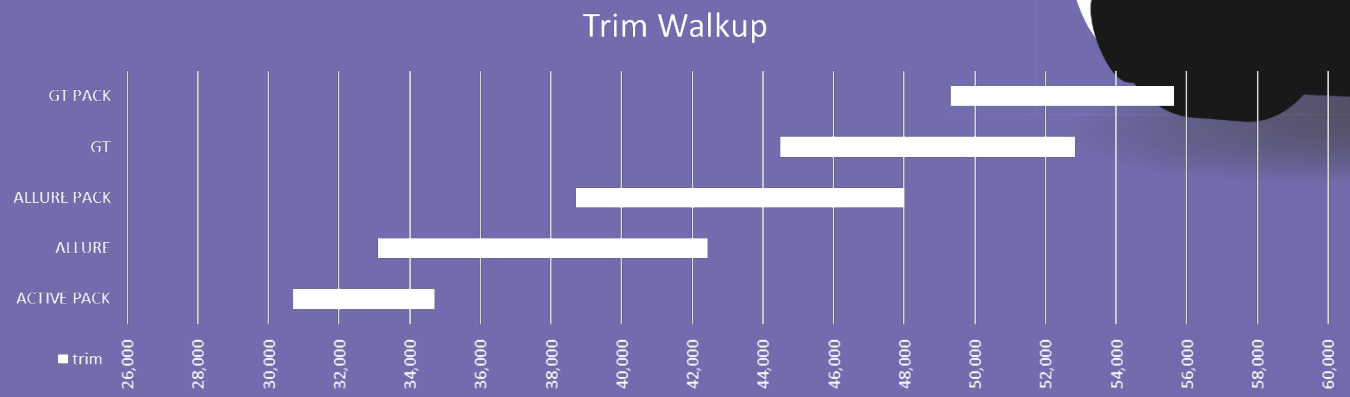
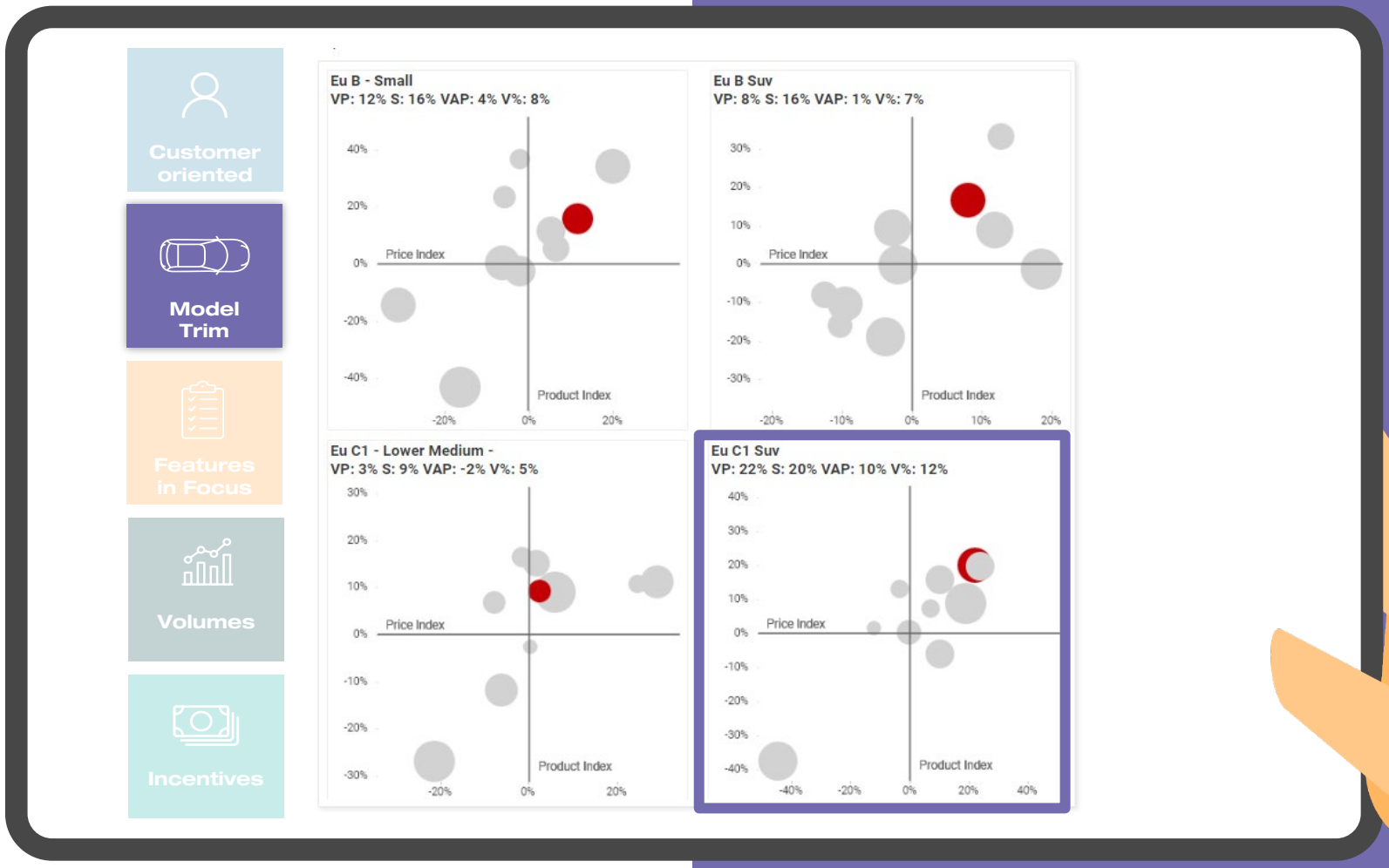


Model Trim


Trim Walkup
GT PACK
GT
ALLURE PACK
ALLURE
ACTIVE PACK
trim
26,000
28,000
30,000
32,000
34,000
36,000
38,000
40,000
42,000
44,000
46,000
48,000
50,000
52,000
54,000
56,000
58,000
60,000

Dashboard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- **Selection pane**
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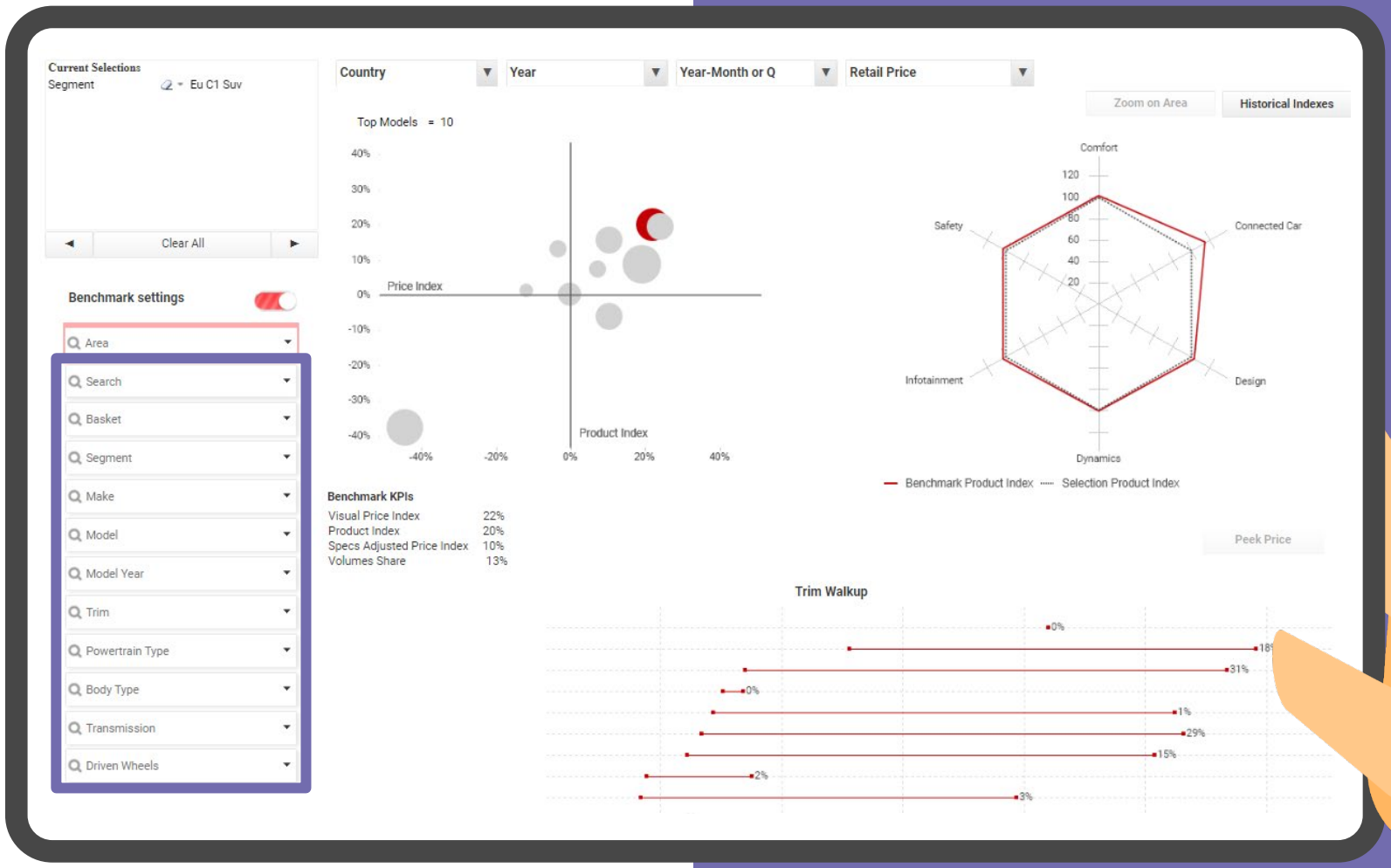
- **Price / Product value**
  Vs selection
- **Product shape**
  Vs selection
- **Benchmark indexes**
  Vs selection
- **Trim walk-up**
  Benchmark
- **Product areas**
  to zoom on bundle of
  objects/features



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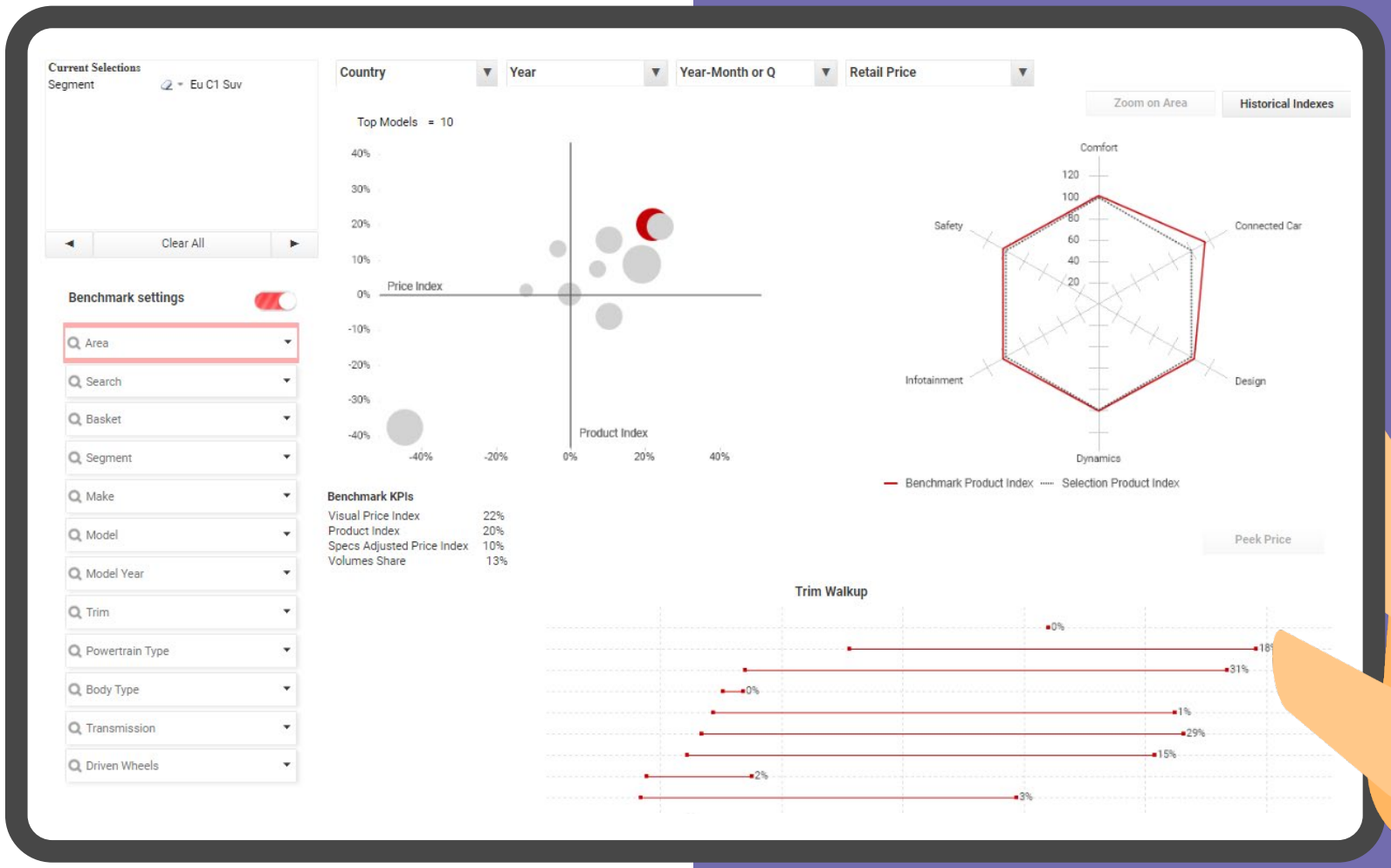

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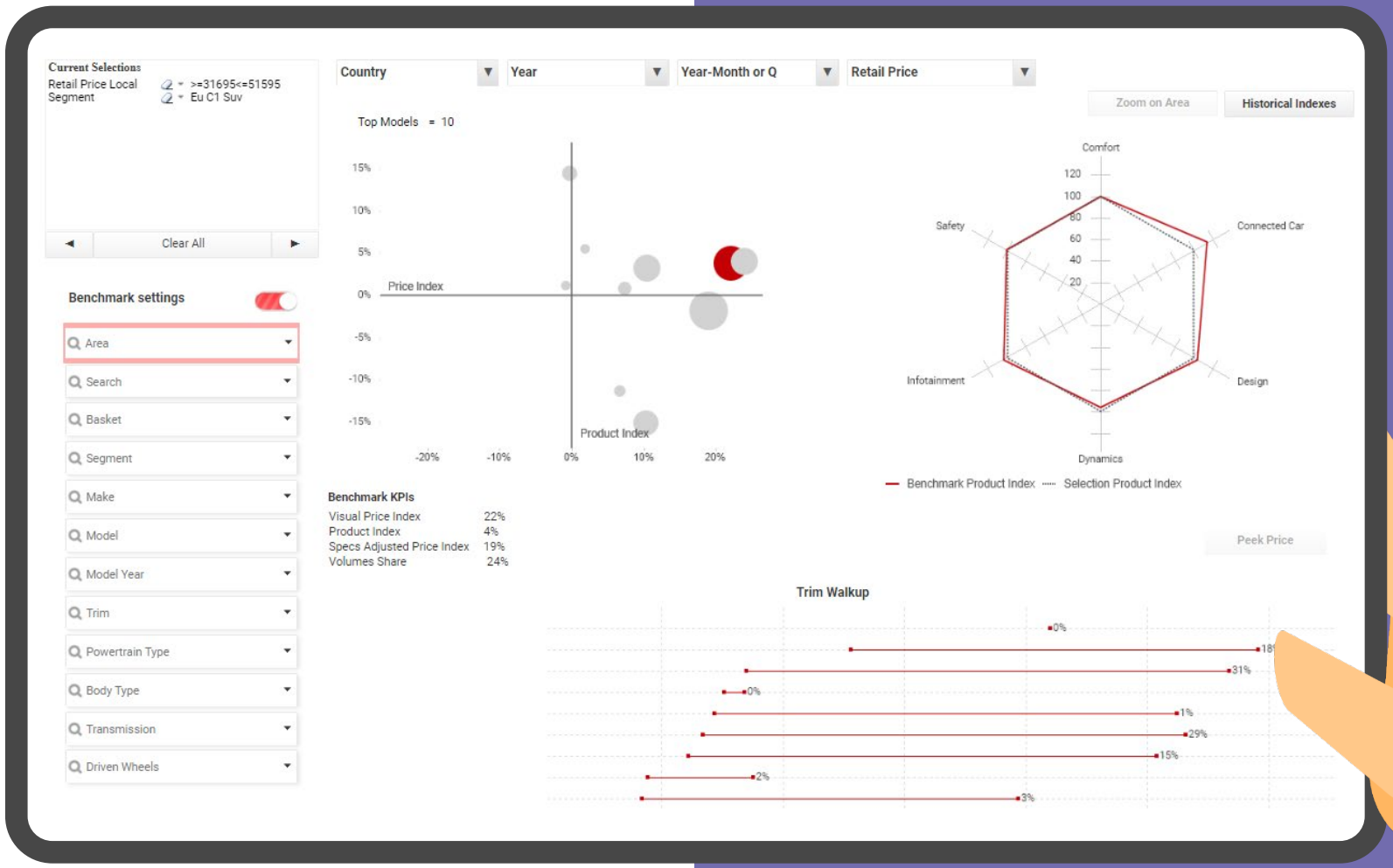

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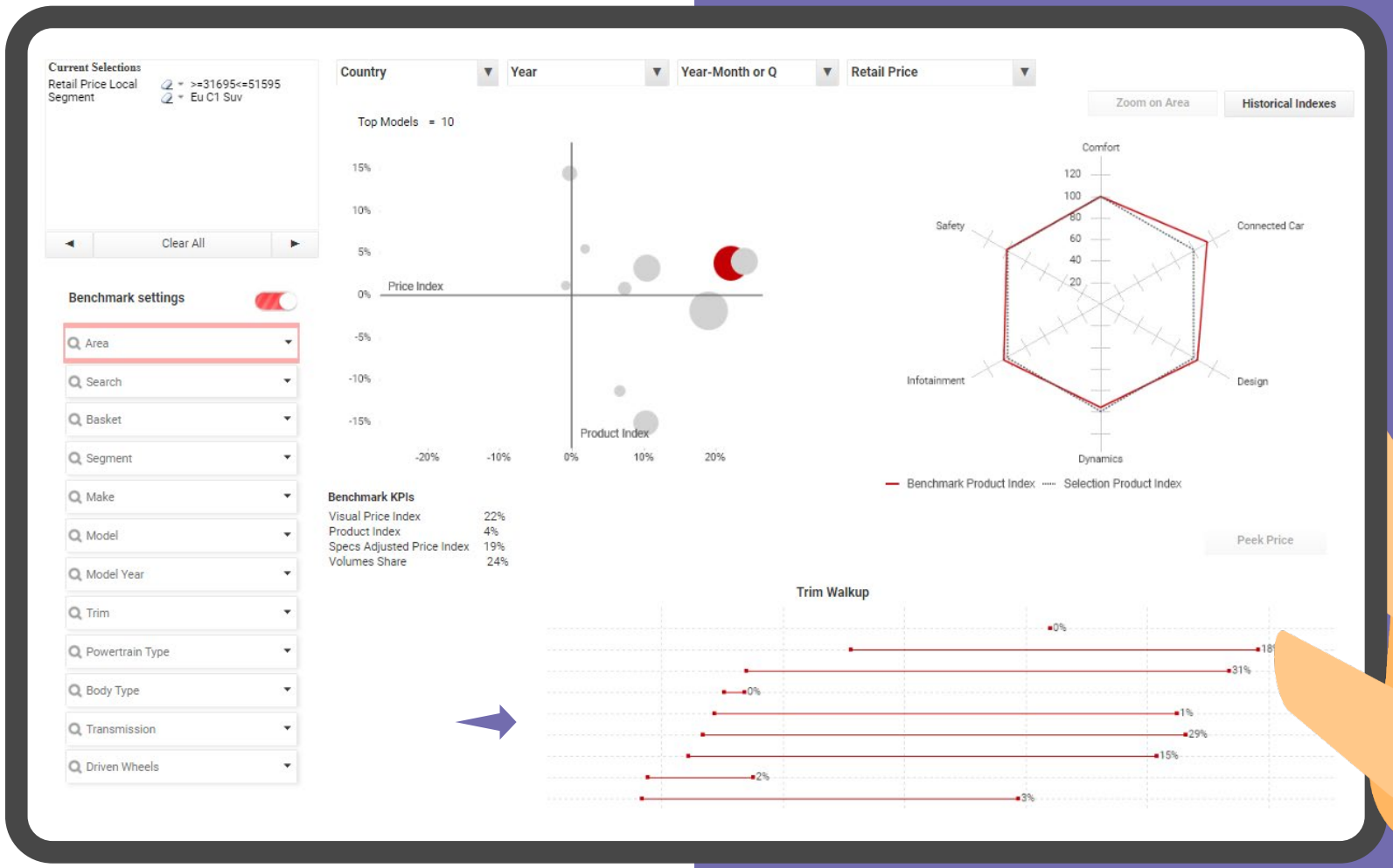

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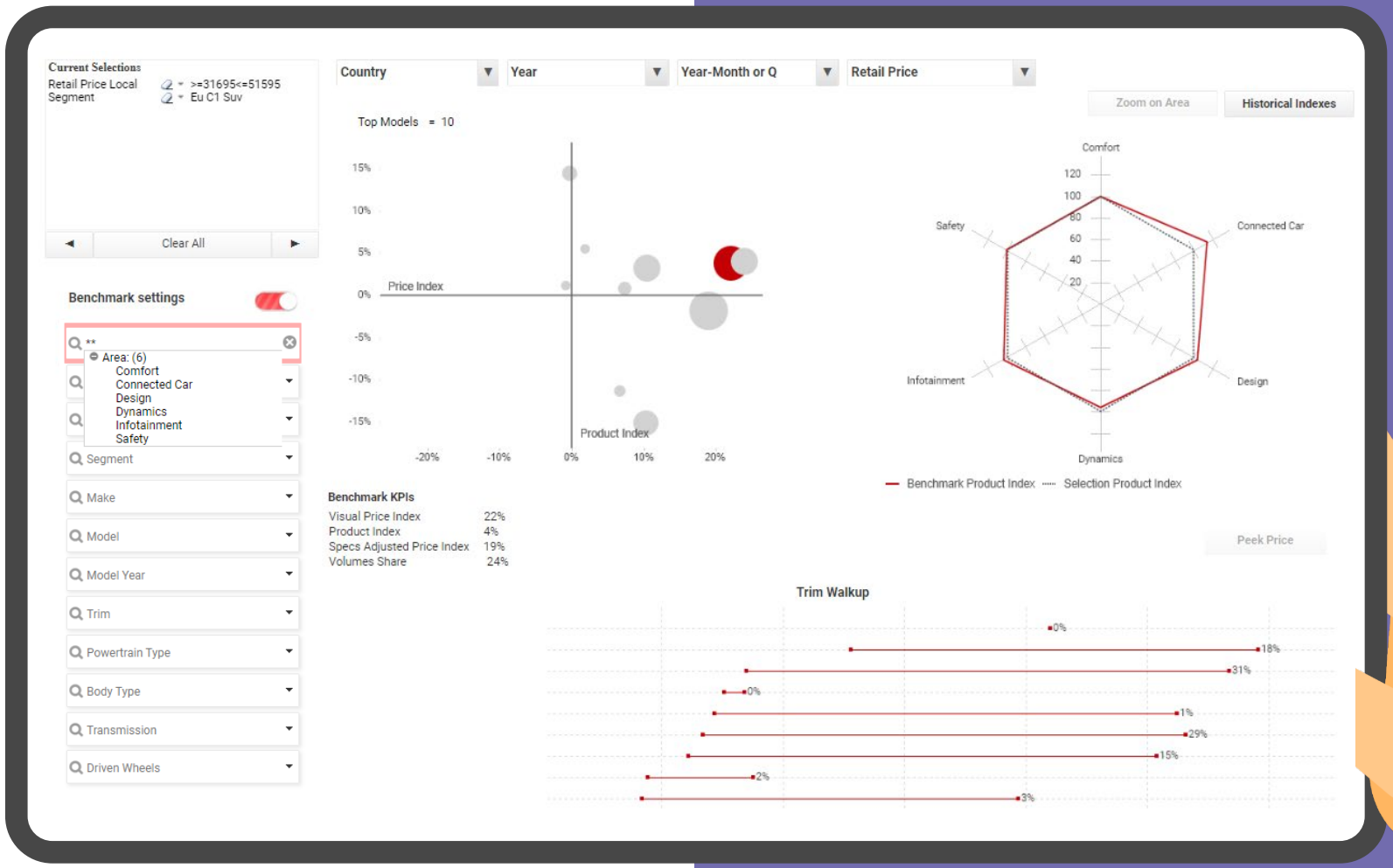
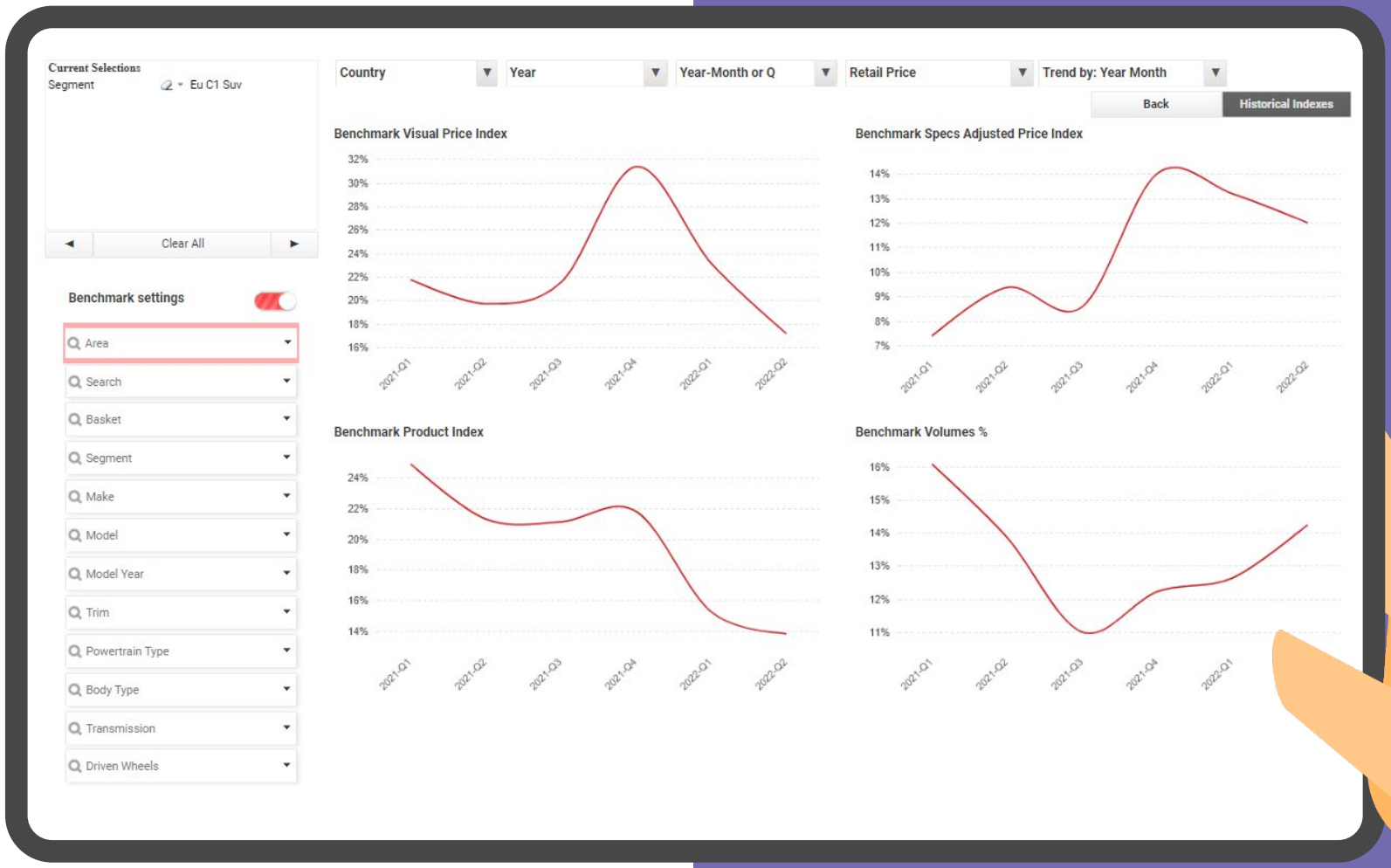


Model Trim – historical indexes

- **Historical Benchmark indexes**
  Vs selection



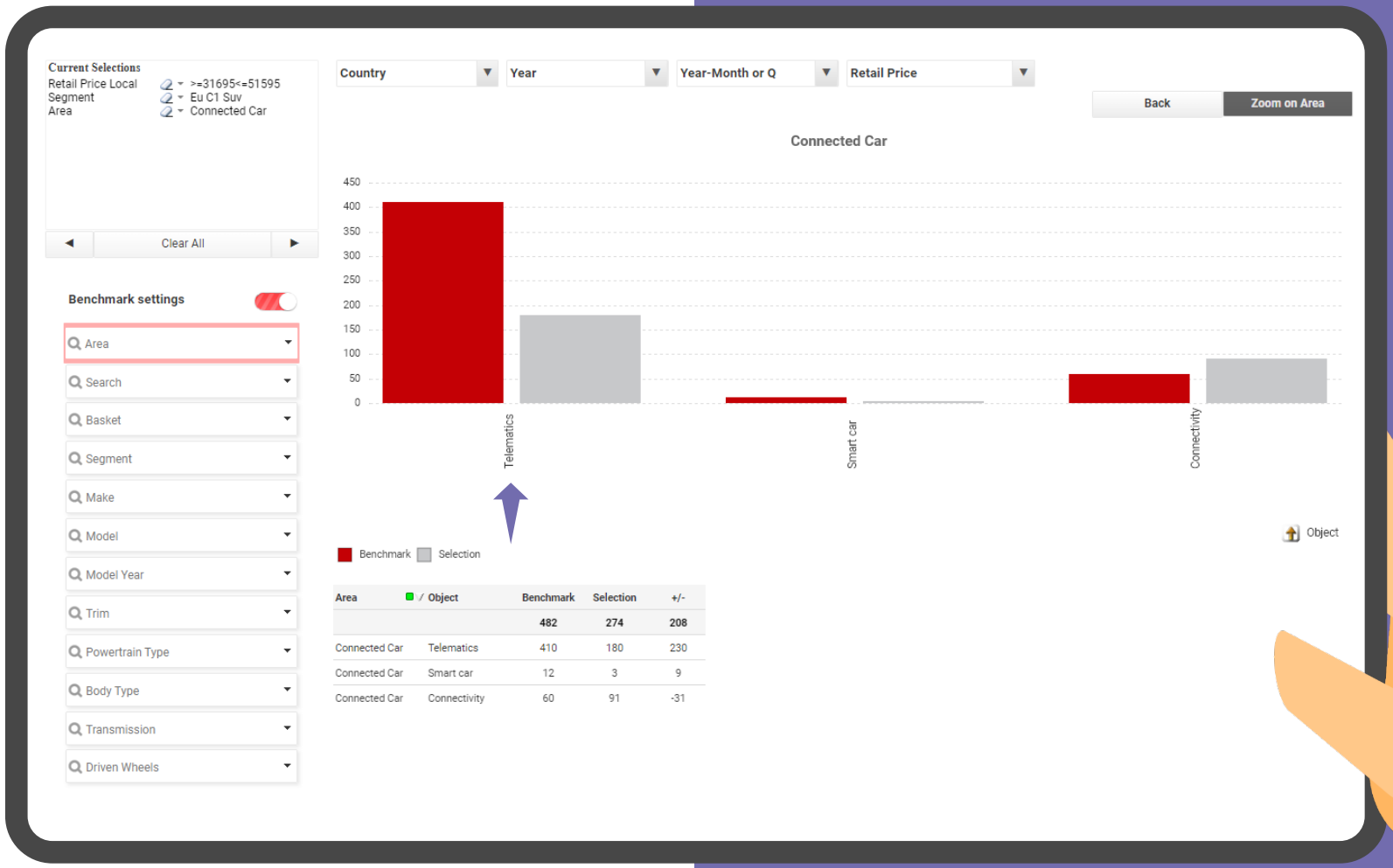
Model Trim - zoom on a trim & area

- **Breakdown of Area at Object level**
  benchmark Vs selection

A Area

O

F



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Model Trim - zoom on a trim & area

- **Breakdown of Object at Feature level**
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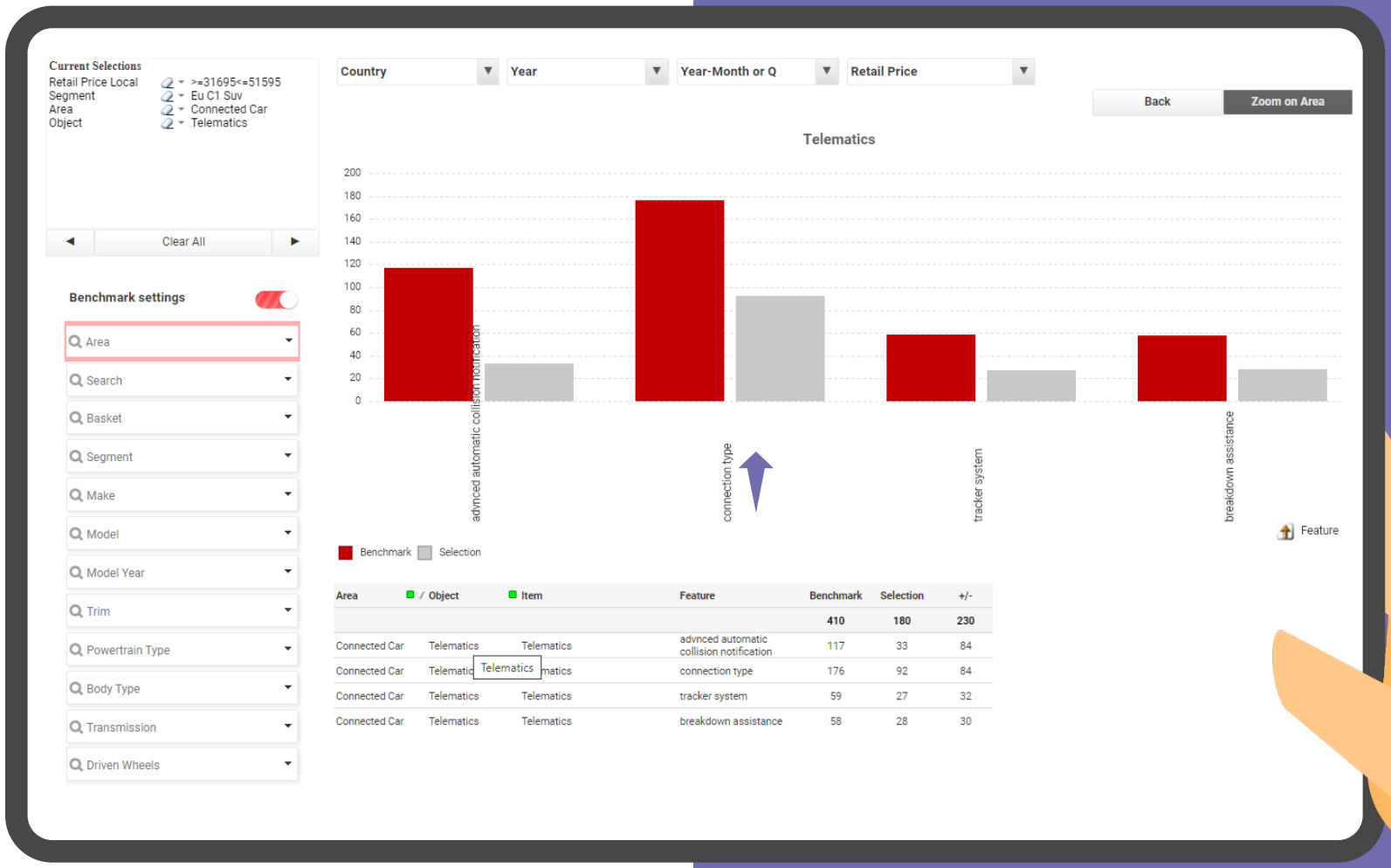
A
O Object
F



Model Trim - zoom on a trim & area

- **Breakdown of Feature at Attribute level**
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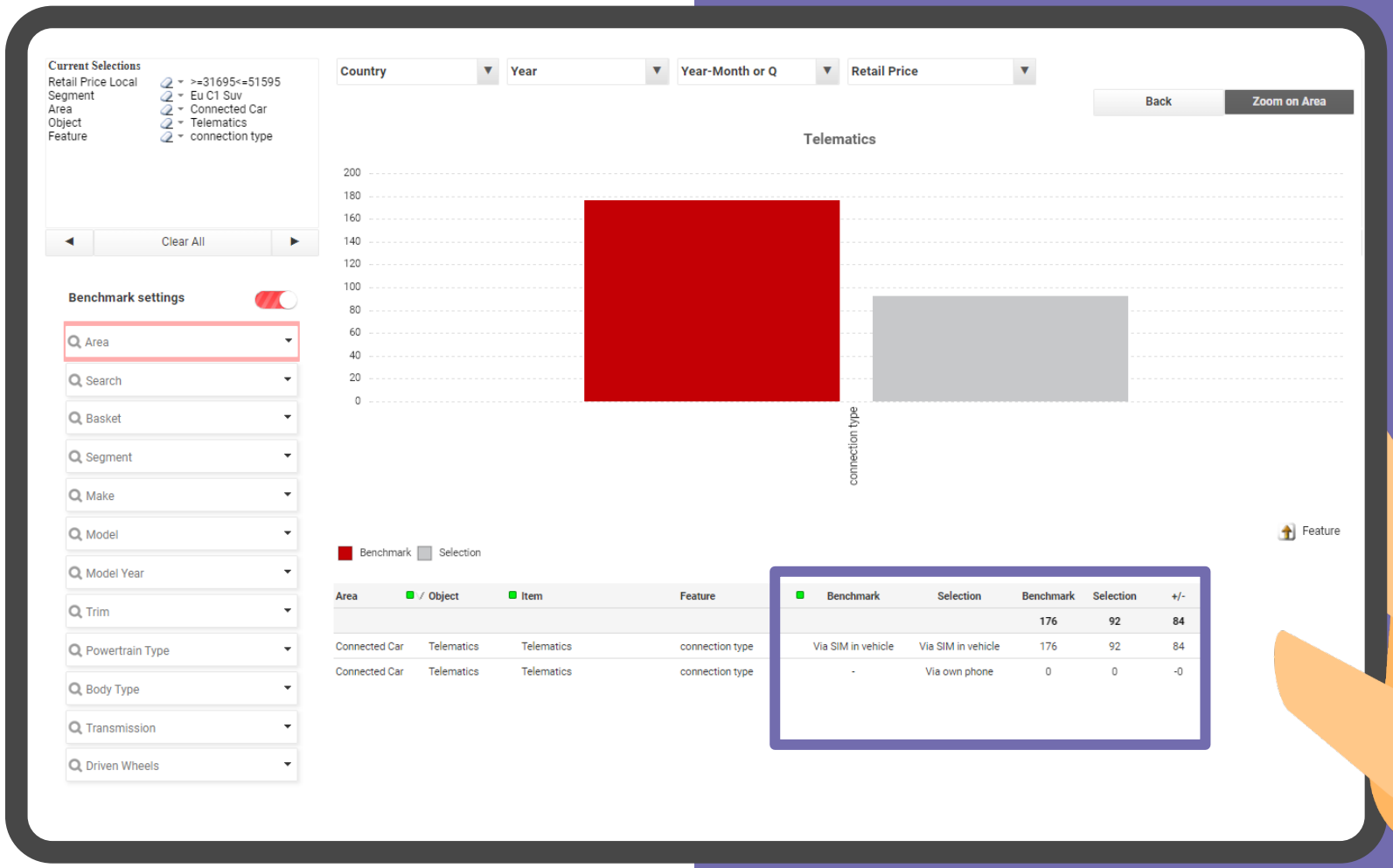
A
O
F Feature



Model Trim - zoom on a trim & area

- **Breakdown of Feature at Attribute level**
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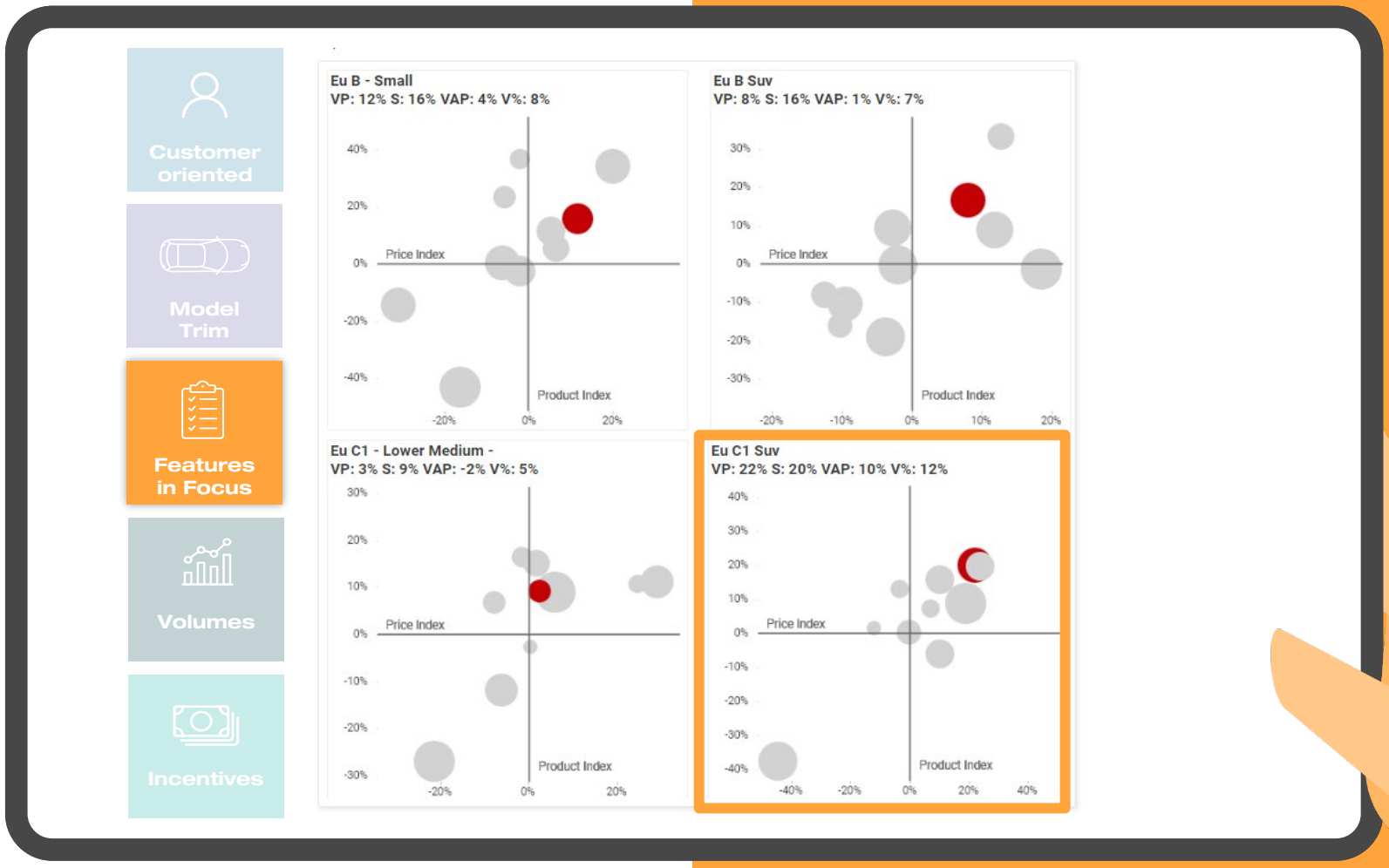
A
O
F Feature

	B	S	B	S	+/-
Cruise control	yes	yes	50	50	0
adaptive cruise control	yes	yes	100	100	0
adaptive cruise cont linked to mapping	yes	yes	25	25	0
stop/go function:	yes	yes	100	100	0
Rear cross-traffic alert	yes	yes	0	0	0
type	camera	radar	100	25	75
Traffic sign recognition	yes	yes	25	25	0
Collision warning system	yes	yes	50	50	0
driver monitor	yes	yes	25	25	0
automatic braking	yes	yes	25	50	-25
brakes at low speed:	front and rear	front	100	25	75
pedestrian avoidance system	yes	yes	100	100	0
visual/acoustic warning	yes	yes	25	25	0
programmable distance	yes	-	25	0	25
auto braking type	single camera	-	250	0	250
operates above 130 kph/78 mph	yes	-	50	50	0
operates above 50 kph/30 mph	yes	yes	25	50	-25
operates below 50 kph/30 mph	yes	yes	25	25	0
Trailer stability program	yes	-	250	0	250
Lane departure warning	yes	yes	0	0	0
activates steering	yes	yes	100	100	0
active without turn signal	-	yes	0	100	-100
includes collision avoidance	-	yes	0	100	-100
Overtaking sensor	yes	-	25	25	0
active without turn signal	yes	-	25	50	-25
			1500	1100	400

Features in Focus

Dashboard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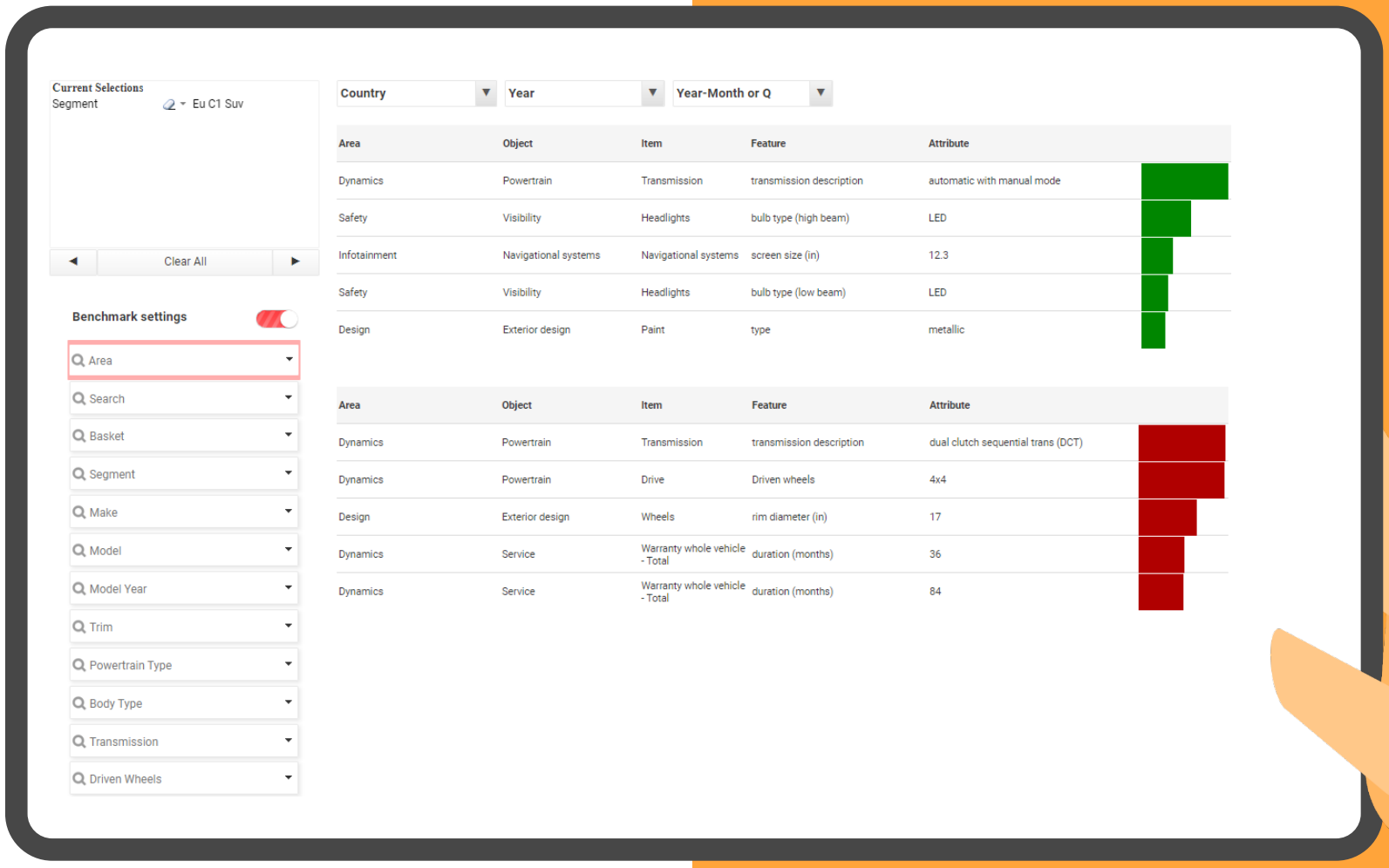
Features in Focus

- **Nice to have features**
  Vs selection
- **Must have features**
  Vs selection
- **Product areas**
  to zoom on bundle of objects/features



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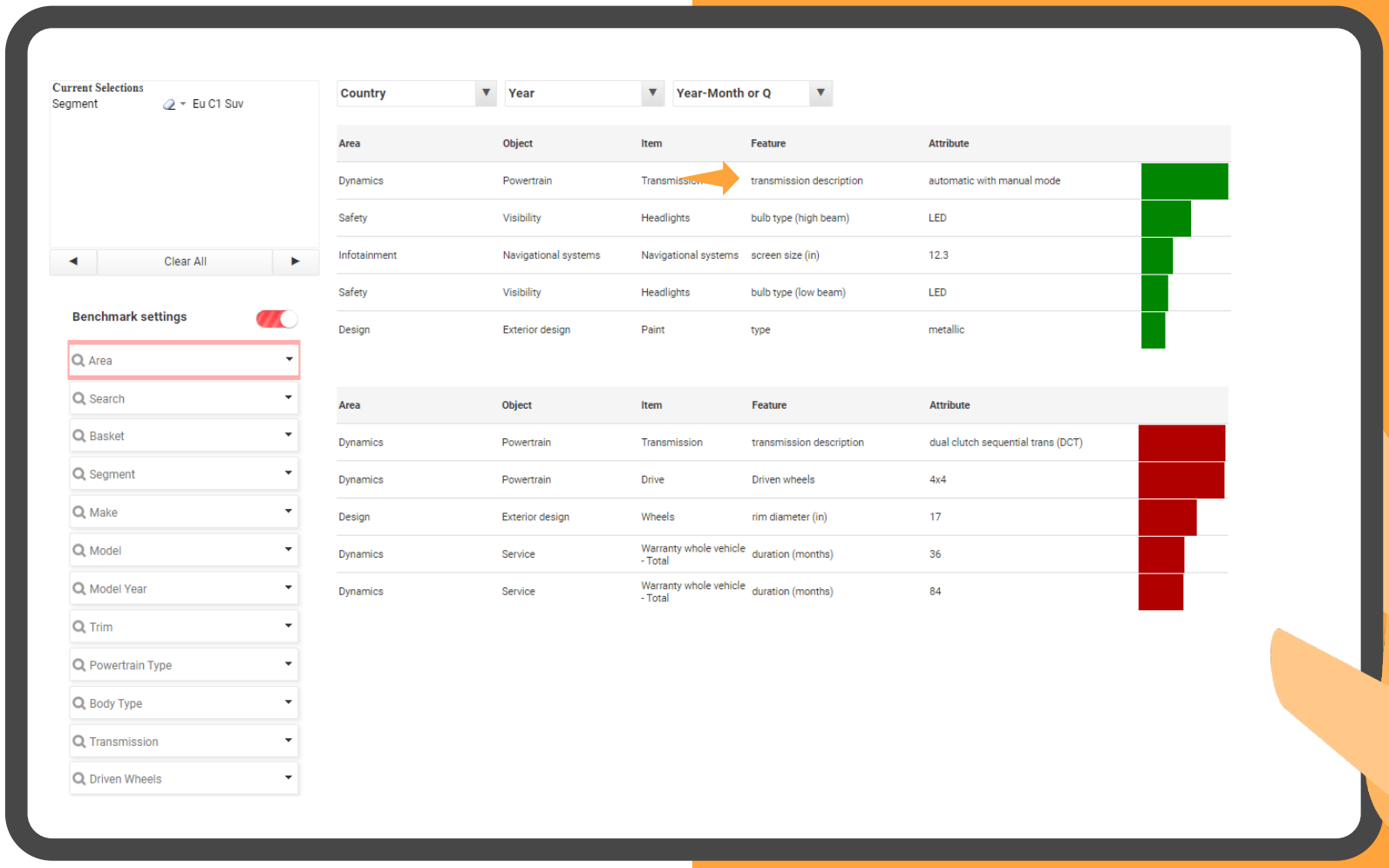

Features in Focus

- **Nice to have features**
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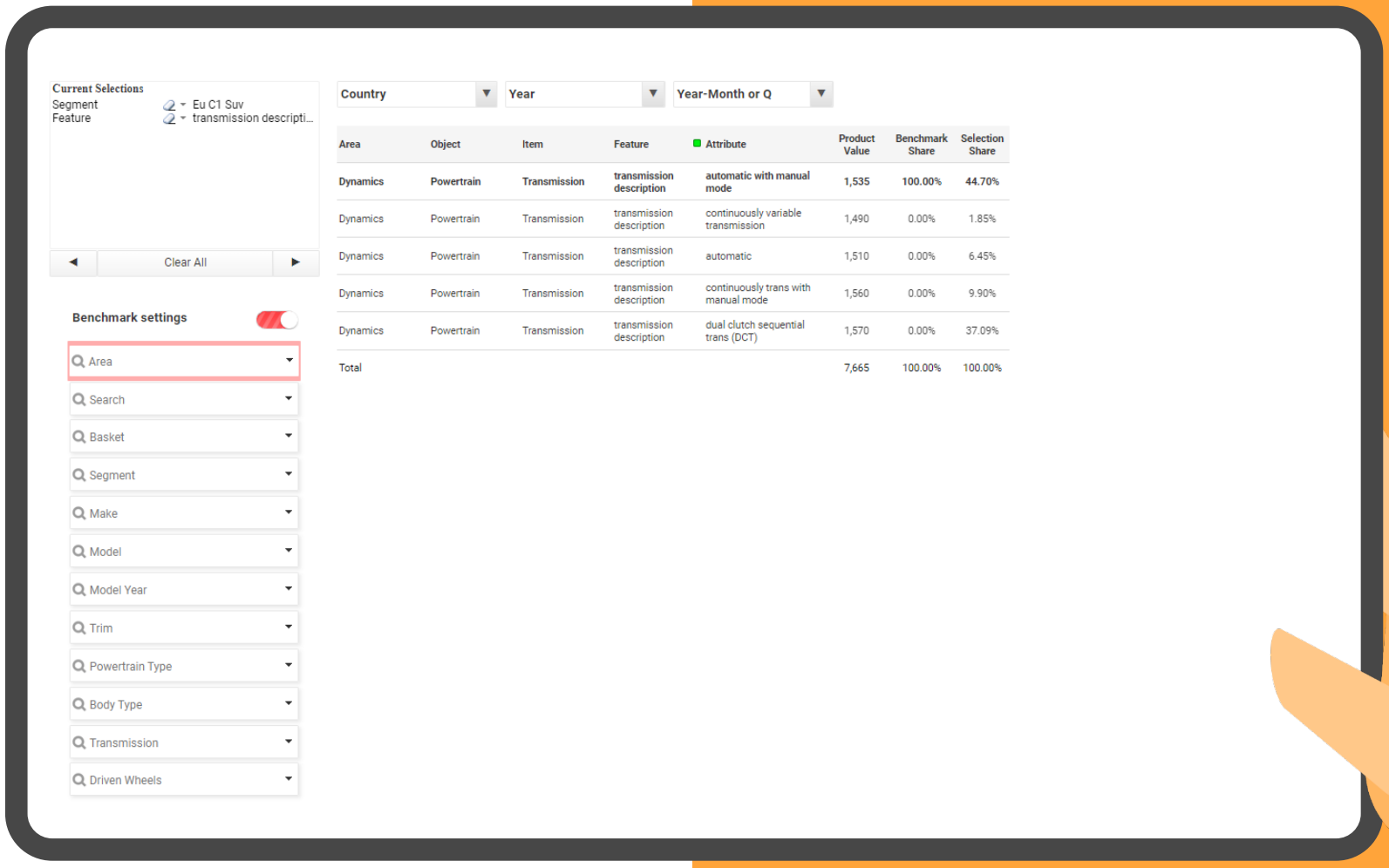
- **Must have features**
  Vs selection
- **Zoom in**
  to show attributes of a selected feature



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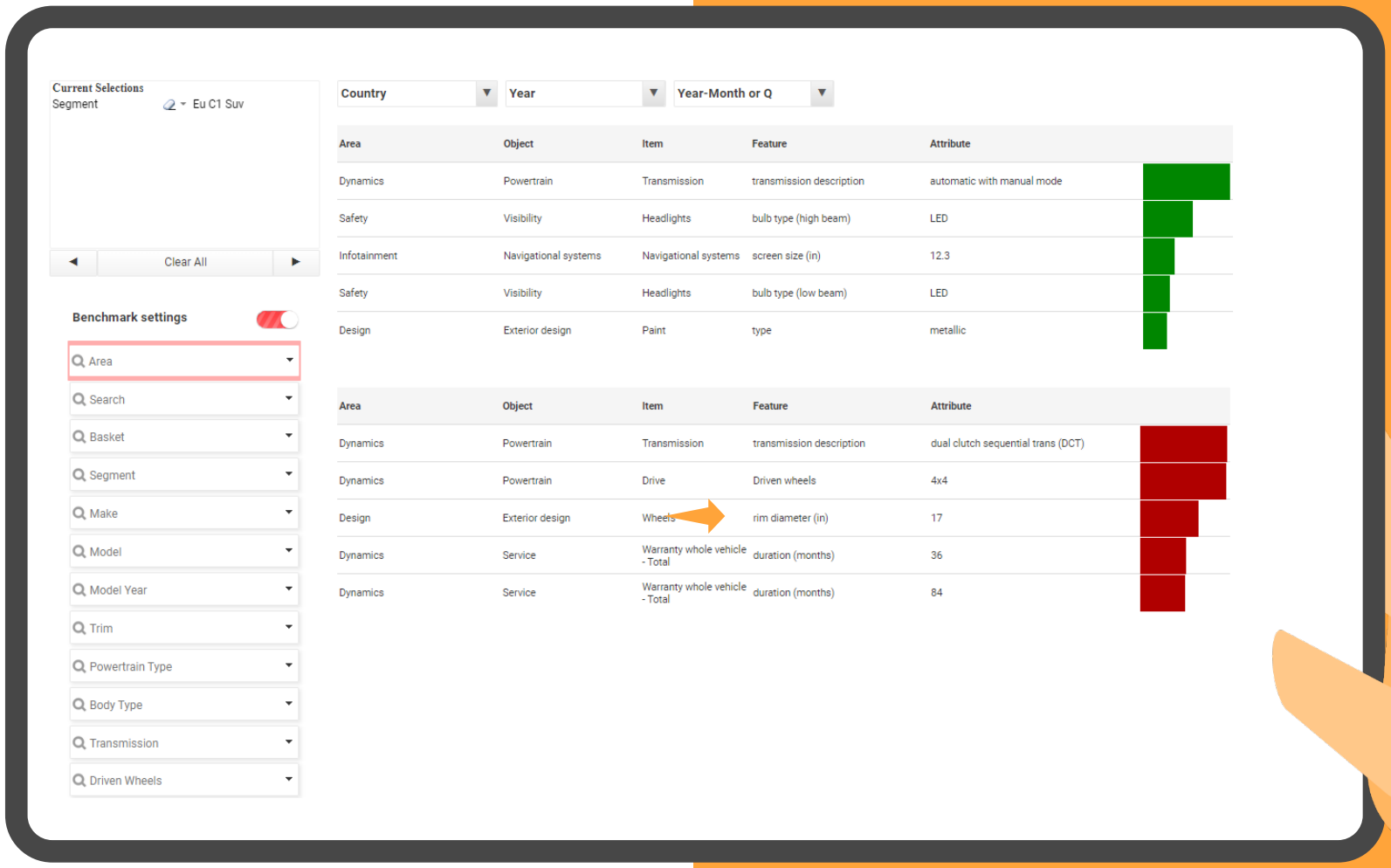

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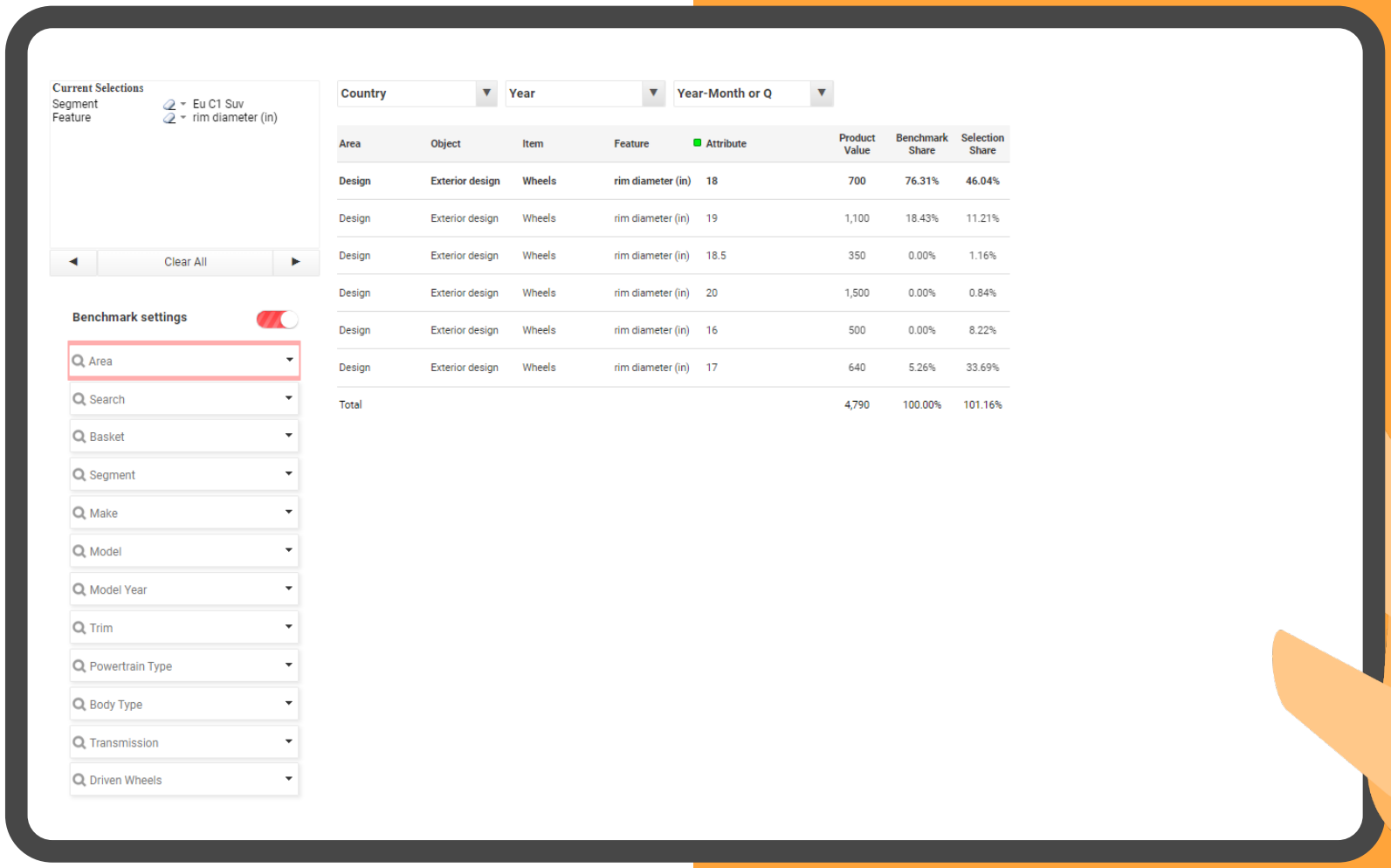

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- Product Areas
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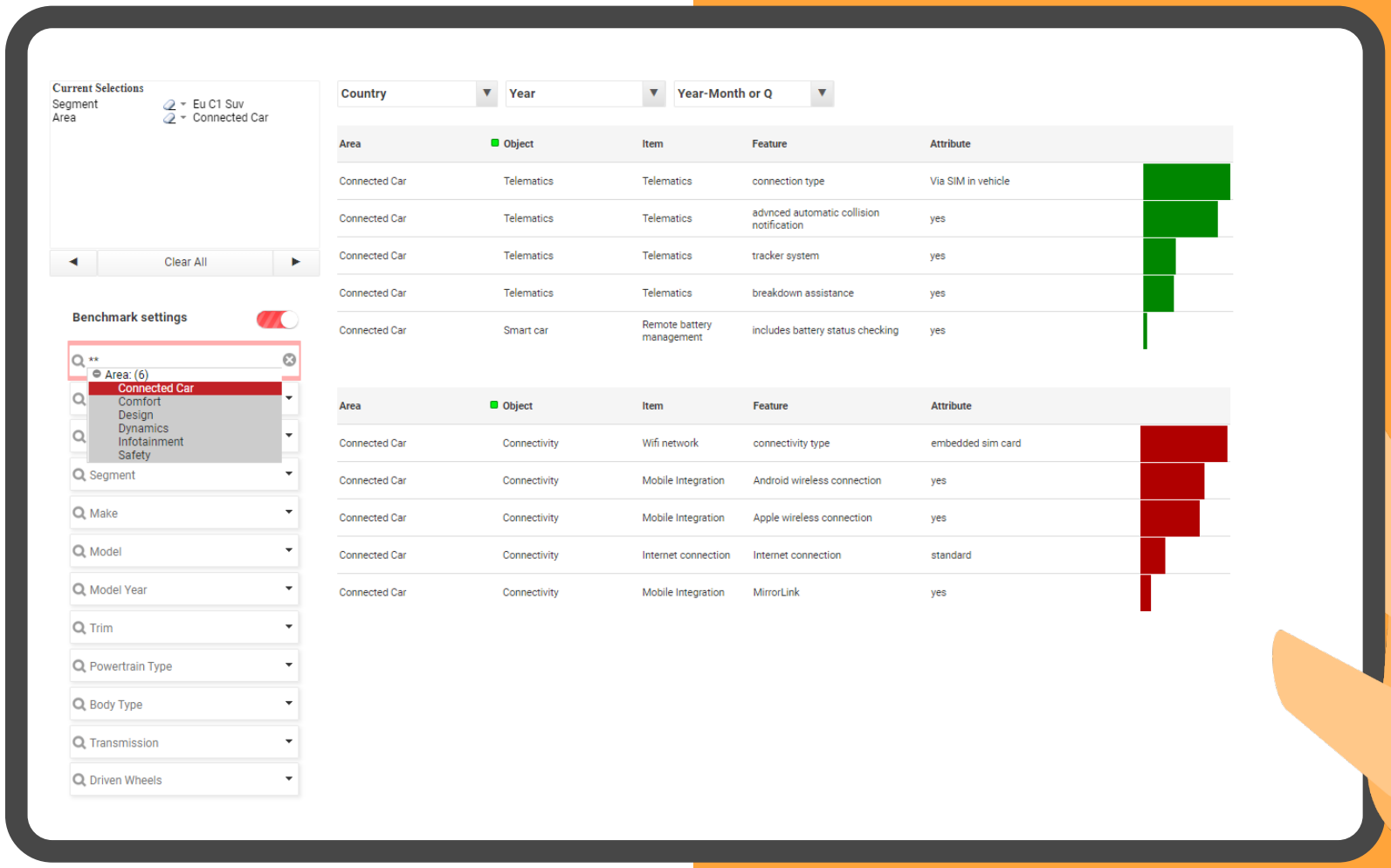
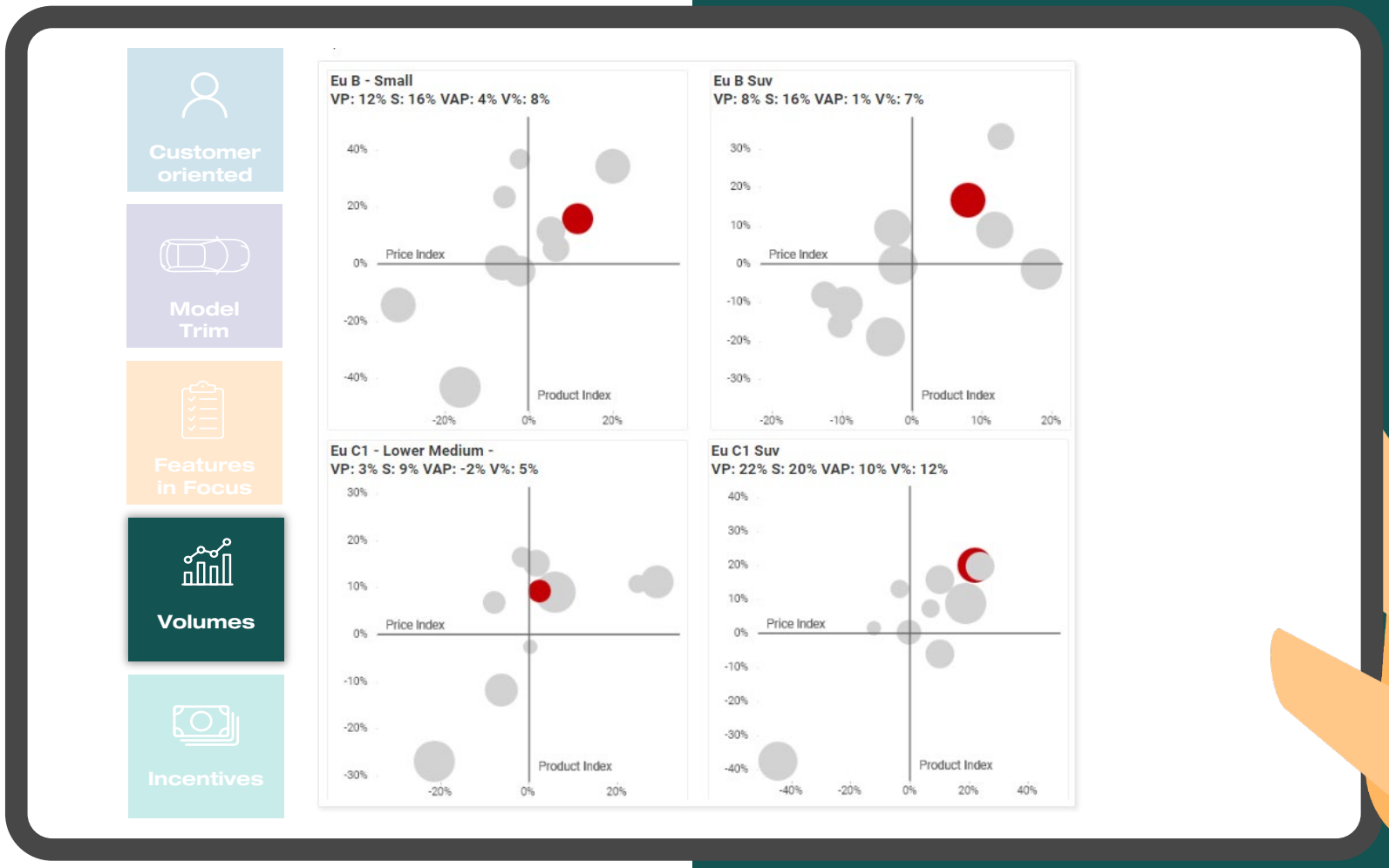


Volumes

Dashboard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Volumes

- **Selection pane**
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- **Benchmark indexes**
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- **Price bands**
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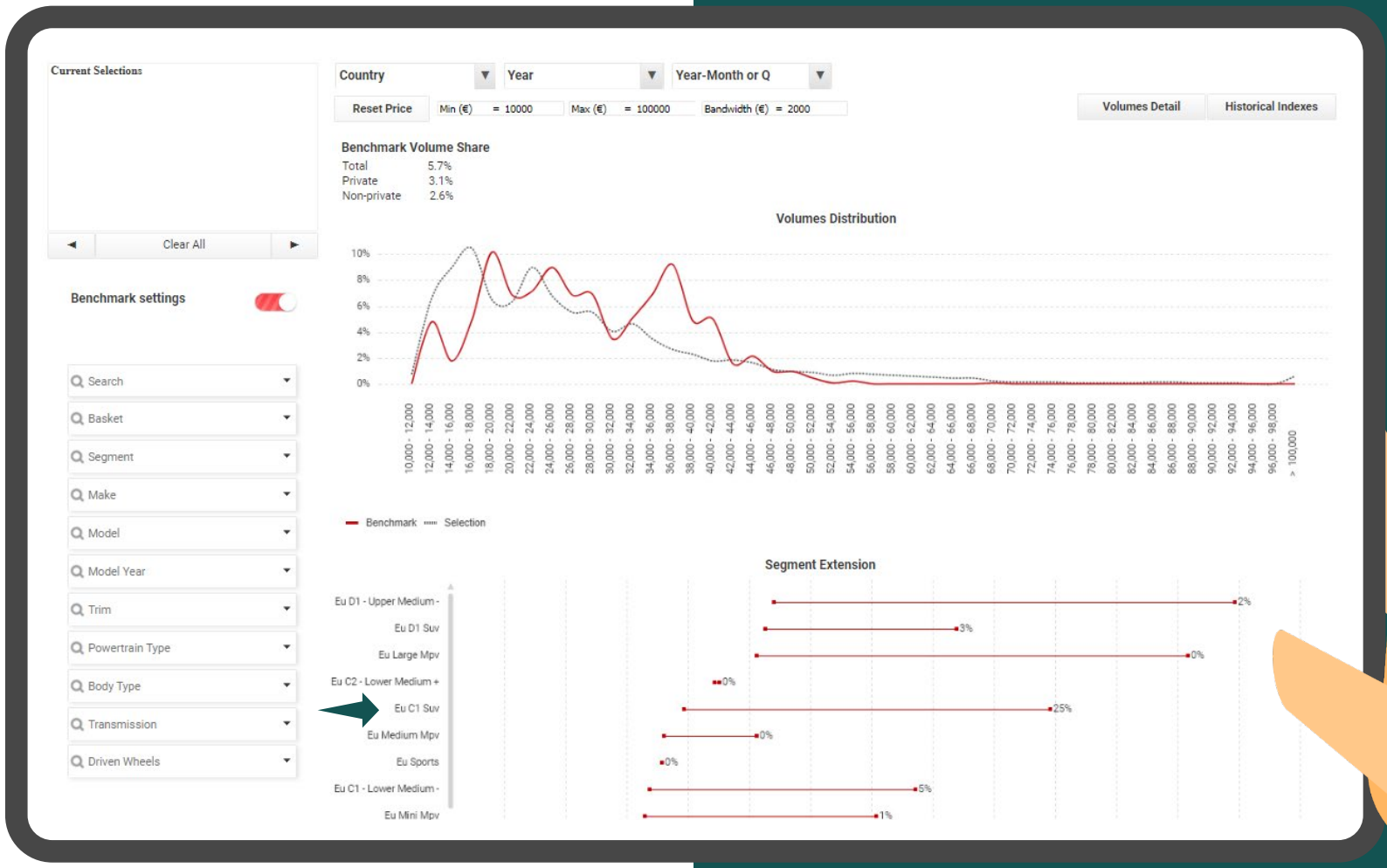
- **Segment walk-up**
  Benchmark



Volumes

Added from Andrea Version

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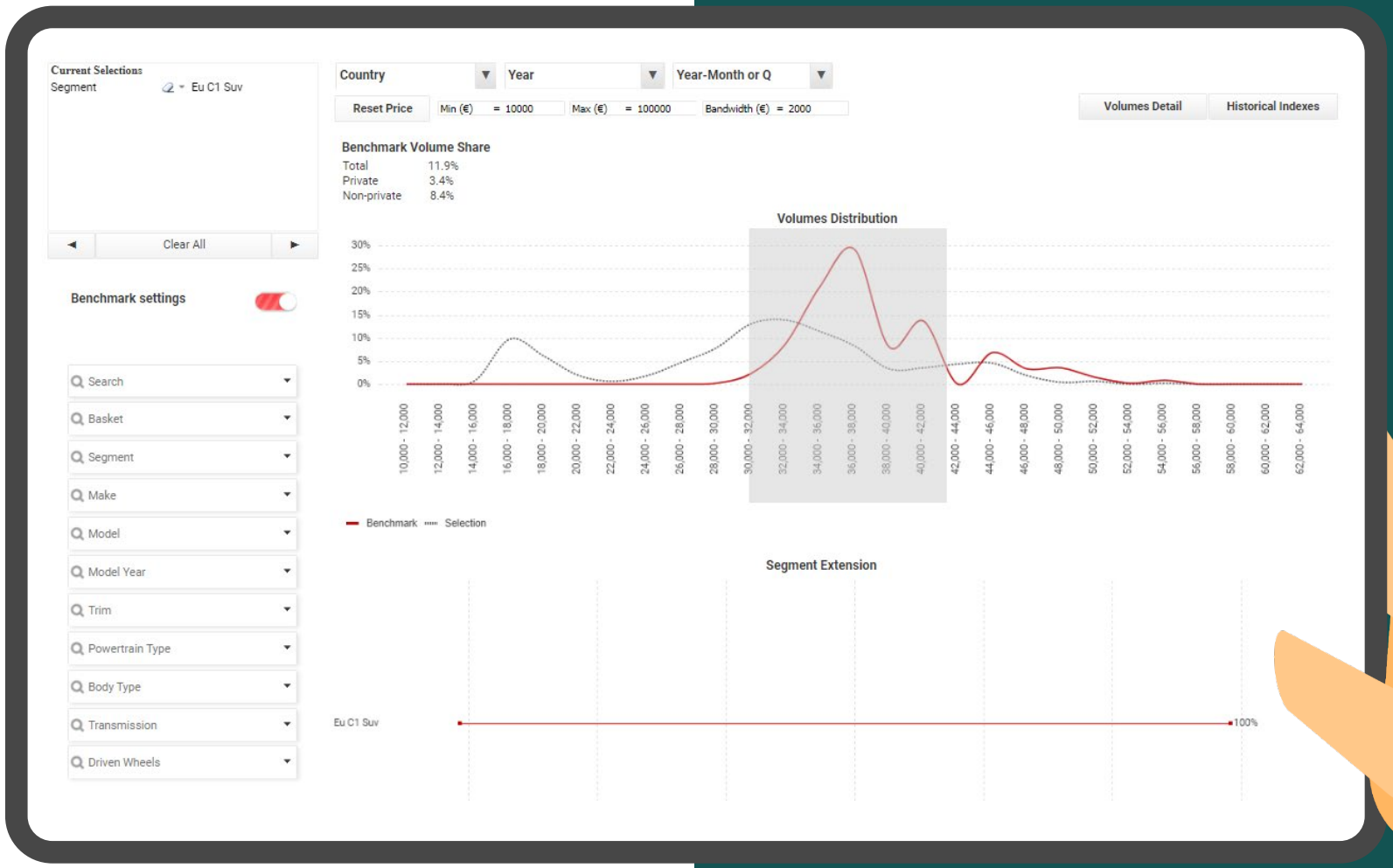
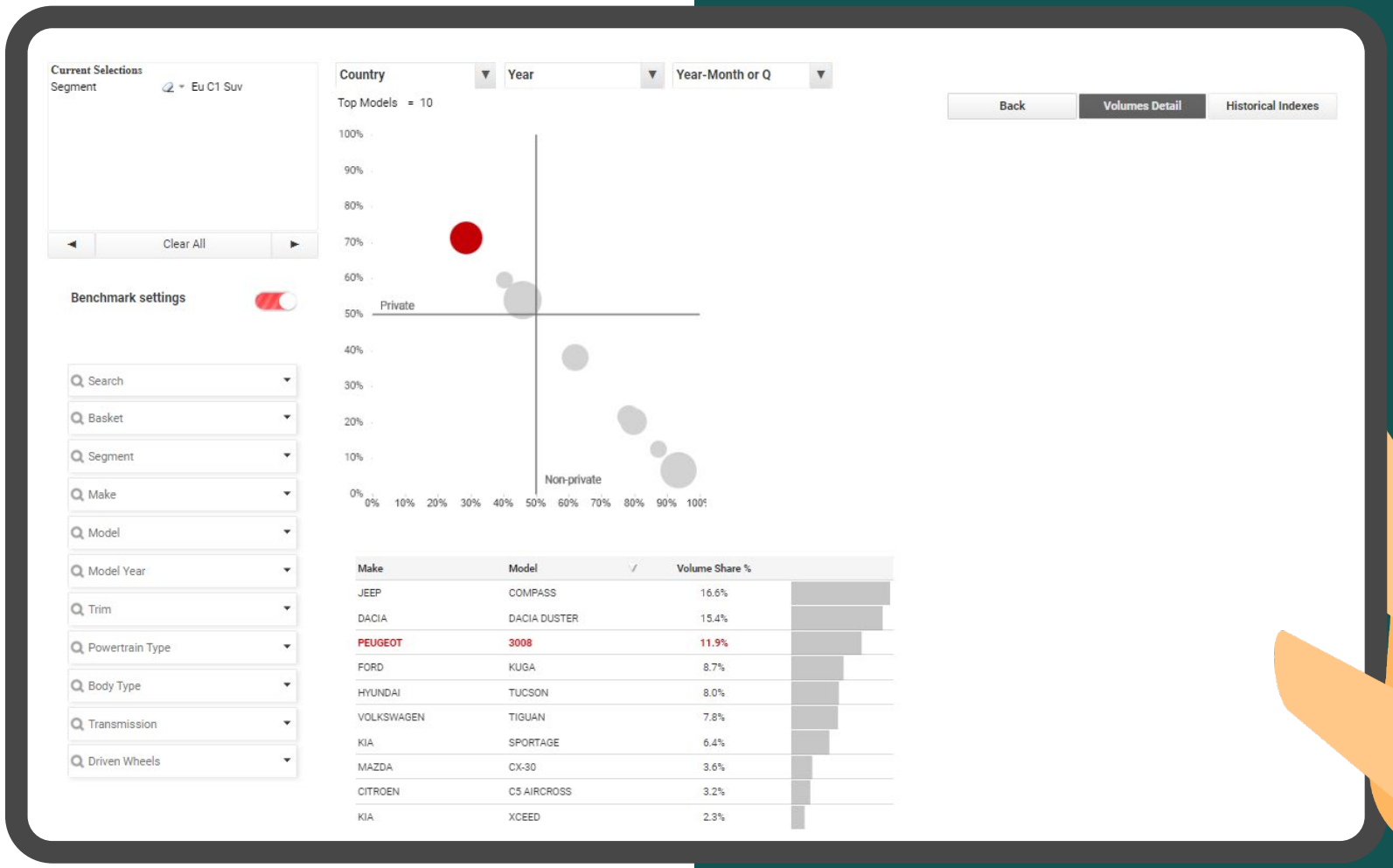
- **Segment walk-up**
  Benchmark



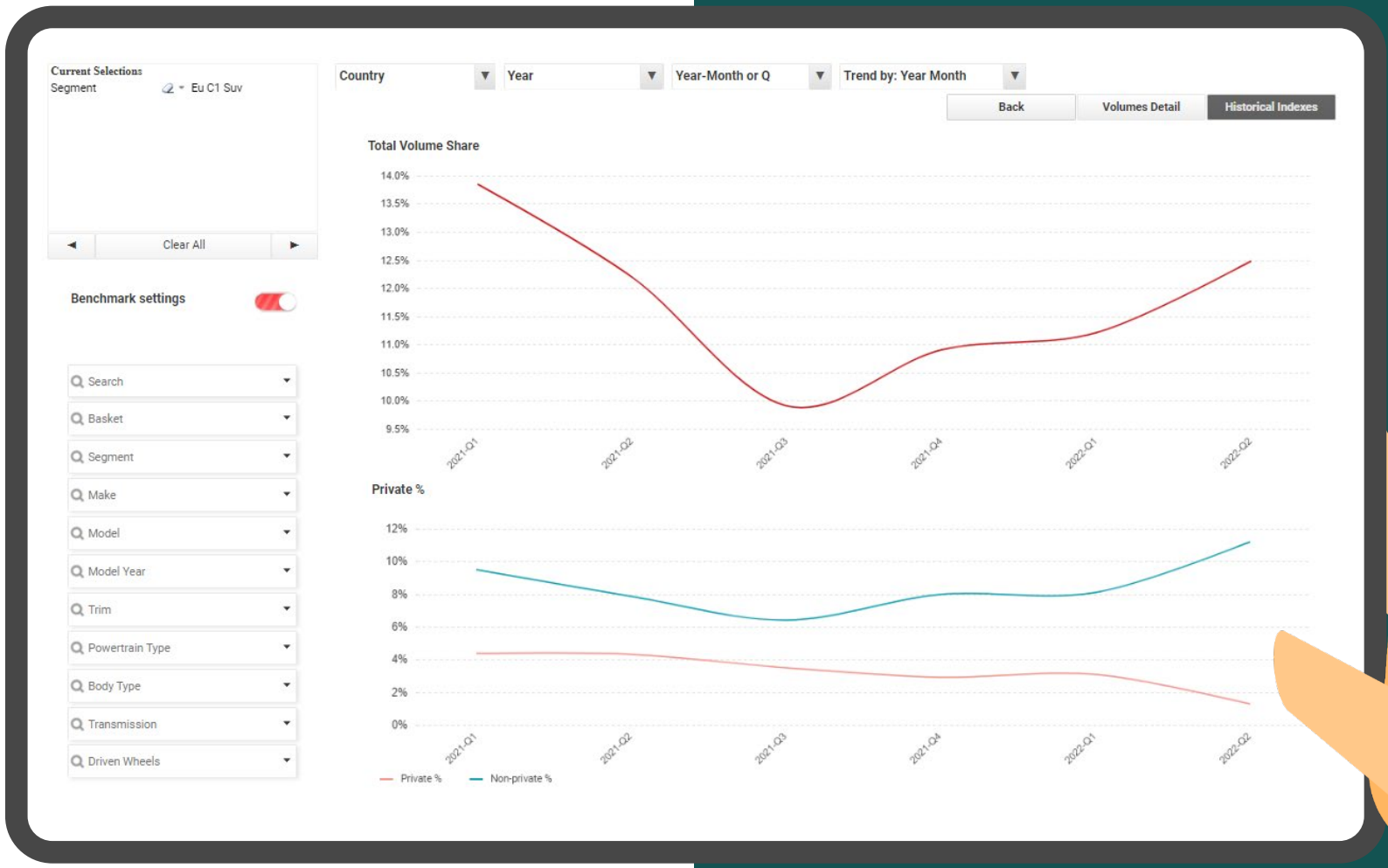
Volumes – zoom on sales channel

- **Private / Business**
  Vs selection



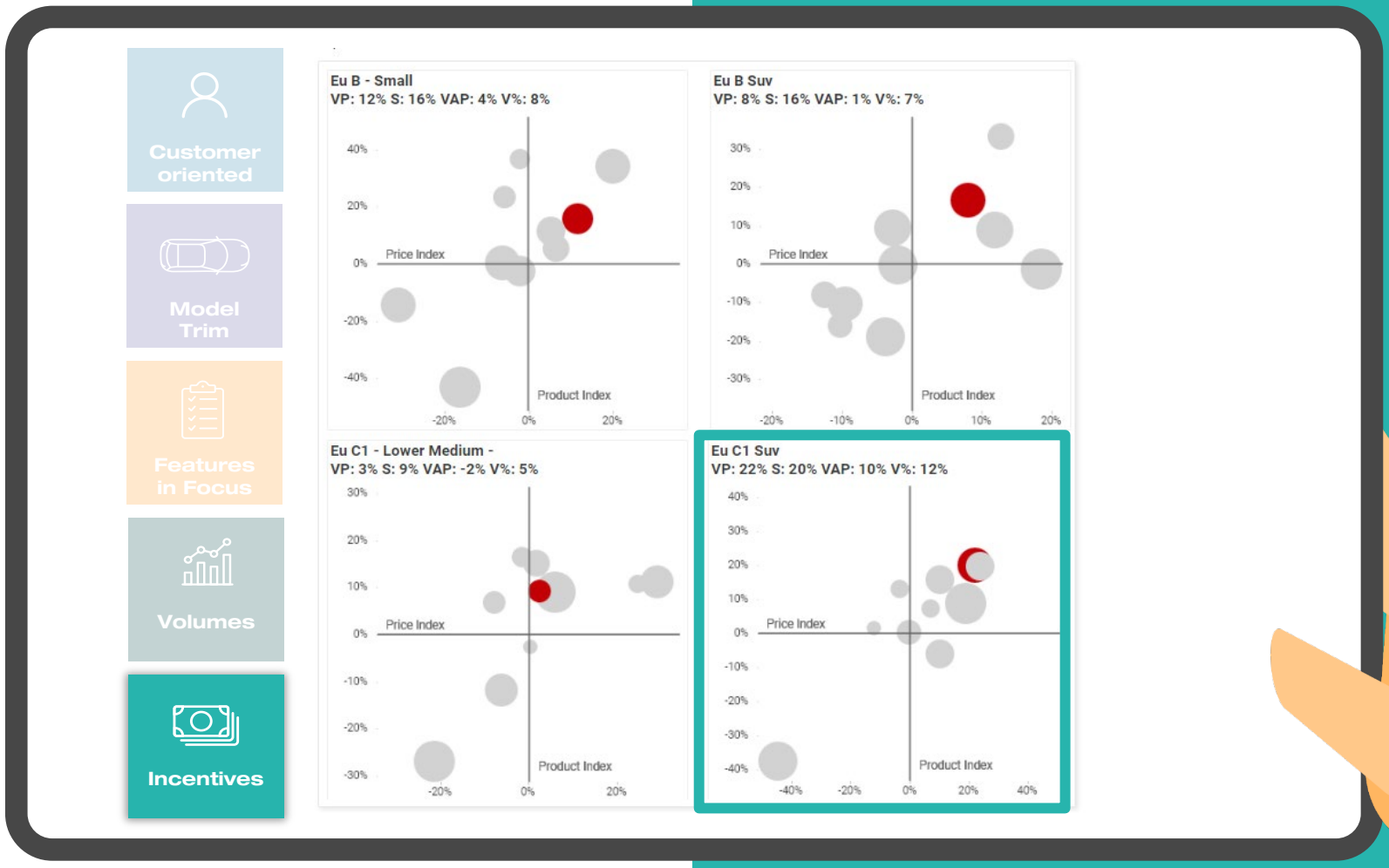
Volumes - historical shares

- **Historical Benchmark indexes**
  Vs selection



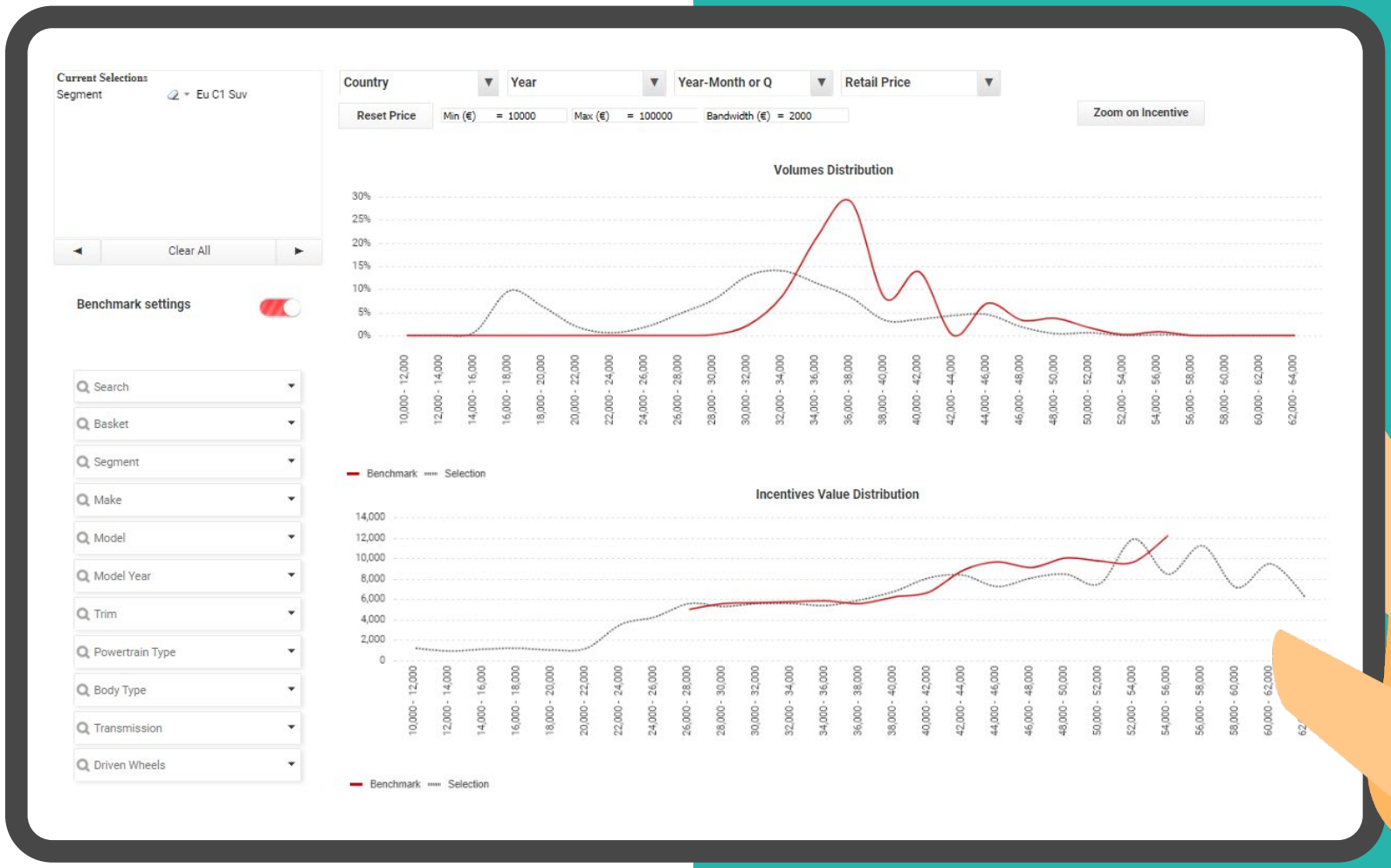
Incentives

Dashboard


Customer oriented
Model Trim
Features in Focus
Volumes
Incentives
Eu B - Small
VP: 12% S: 16% VAP: 4% V%: 8%
Price Index
Product Index
Eu B Suv
VP: 8% S: 16% VAP: 1% V%: 7%
Price Index
Product Index
Eu C1 - Lower Medium -
VP: 3% S: 9% VAP: -2% V%: 5%
Price Index
Product Index
Eu C1 Suv
VP: 22% S: 20% VAP: 10% V%: 12%
Price Index
Product Index

Incentives

- **Selection pane**
  to zoom on clusters
- **Price bands**
  to zoom on budget
- **Incentives Value**
  retail, total, take rated

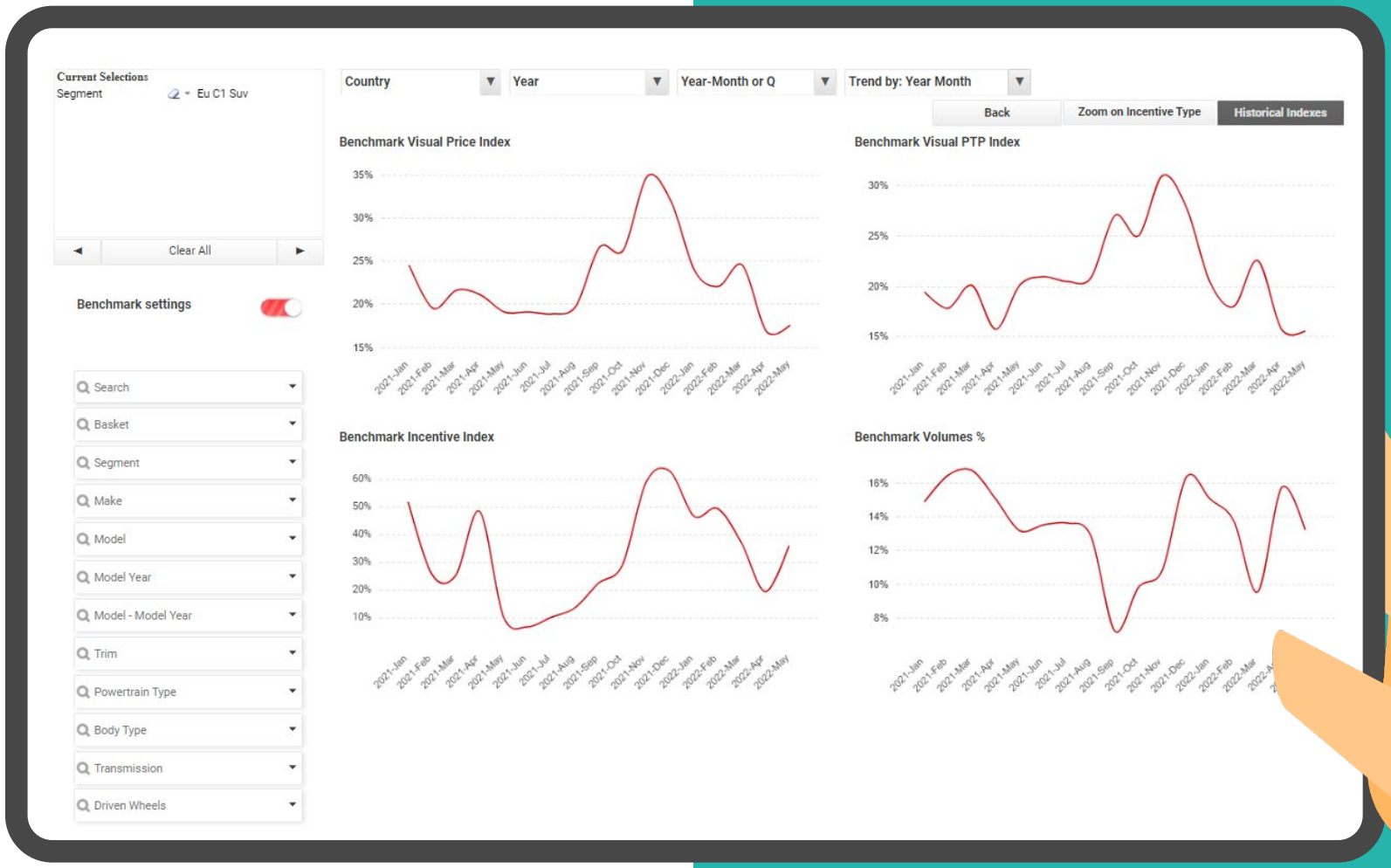


Incentives – zoom on incentives type

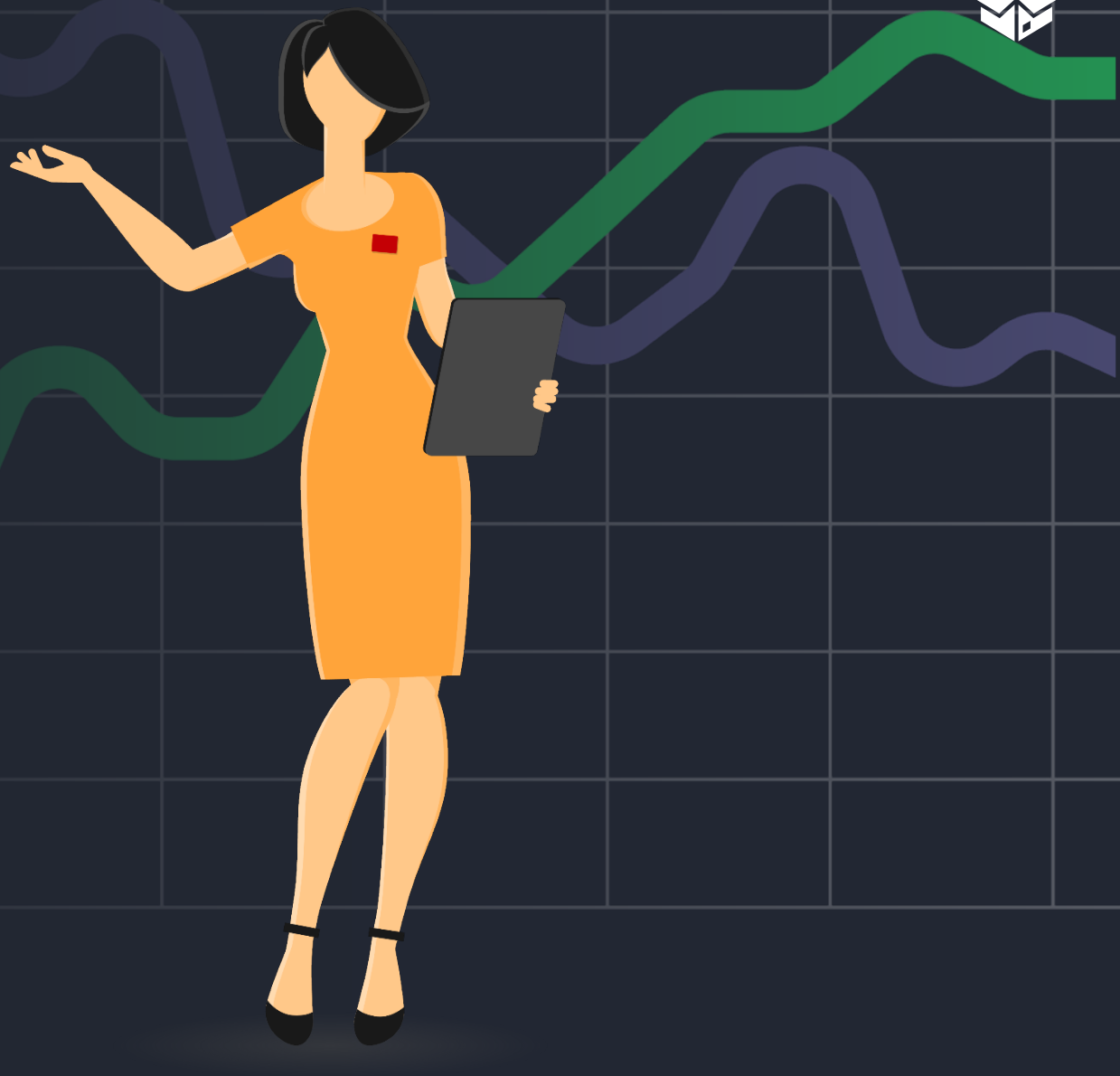
- **Selection pane**
  to zoom on clusters
- **Price bands**
  to zoom on budget
- **Incentives Value**
  retail, total, take rated

Incentives – zoom on incentives type

- **Benchmark indexes**
  Vs selection
- **Value enhancement / Discount**
  Vs selection
- **Incentives type shape**
  Vs Selection



Wrap up



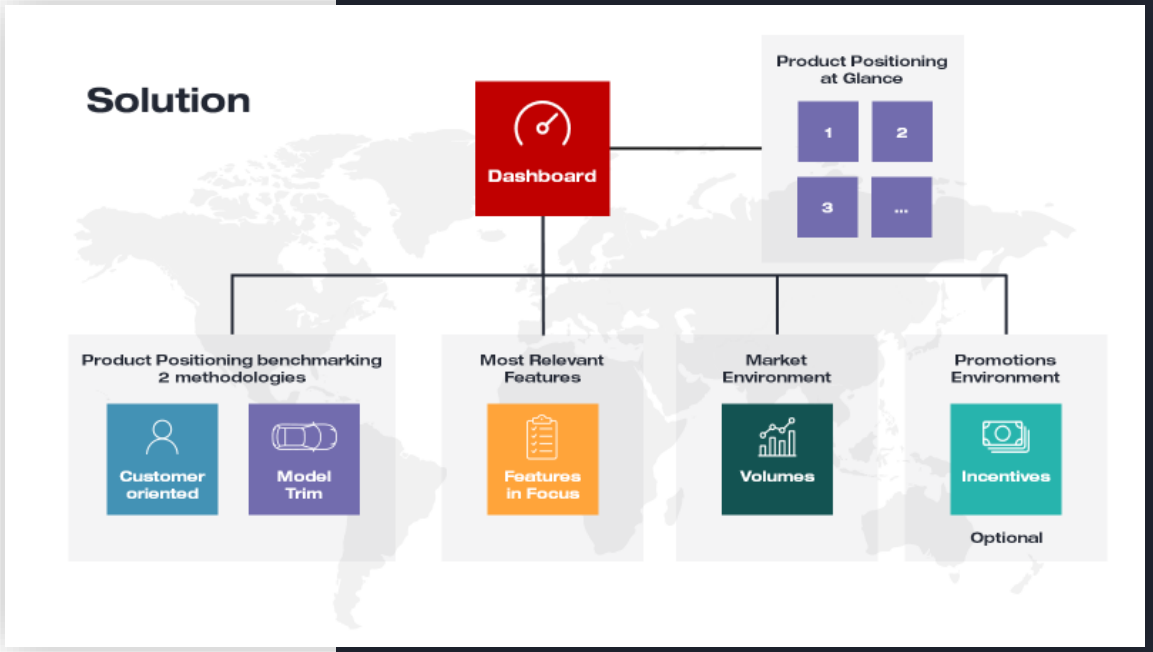
Making Complex Analysis, Simple

Plug & Play BI solution that supports **Product Positioning** benchmarking

It offers both an **overall market snapshot**, or to drill down into the depth of **product details**

Based on **Market Value Analysis** based on customer's own Value Tables; optionally JATO can supply these

Includes a view on both **Market** and **Incentives environment in one place**



JATO

What Product Navigator delivers

Ease of use
making complex analysis, simple

3 clicks
to get the right answer on product positioning

Collaborative
barrier-free teamwork sharing

Always on
access to data that requires no management

From macro to micro
allows drill down, by level, into the market

Market-driven analysis
focus on market preferences

Instant analysis
for any customer cluster

Deep dive capabilities
without delay

Product differentiators
at your fingertips

Dynamic flexibility
to suit roles

JATO

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Our Knowledge is Your Power