

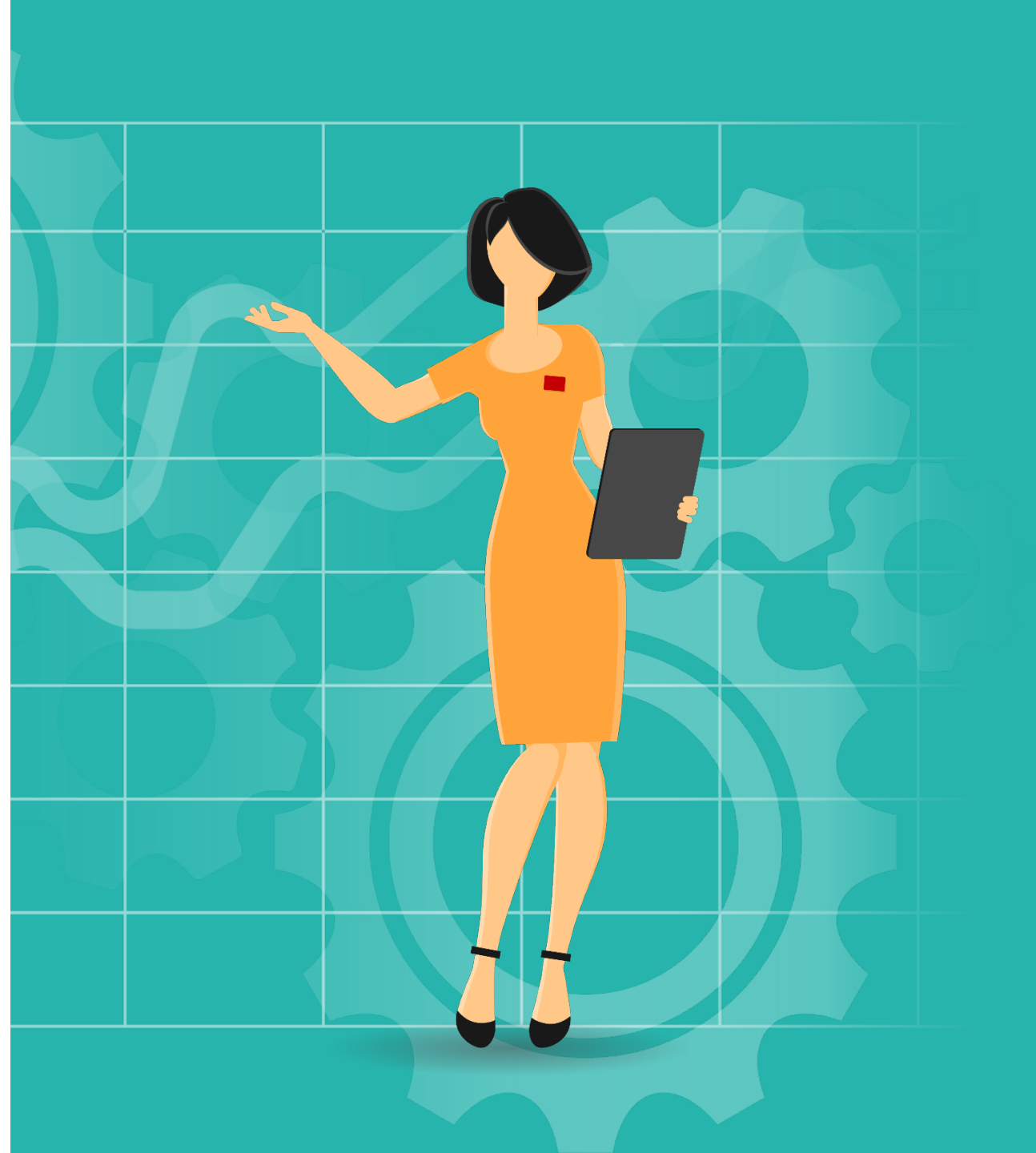


Product Navigator by JATO

August 2022

Content

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



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.

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

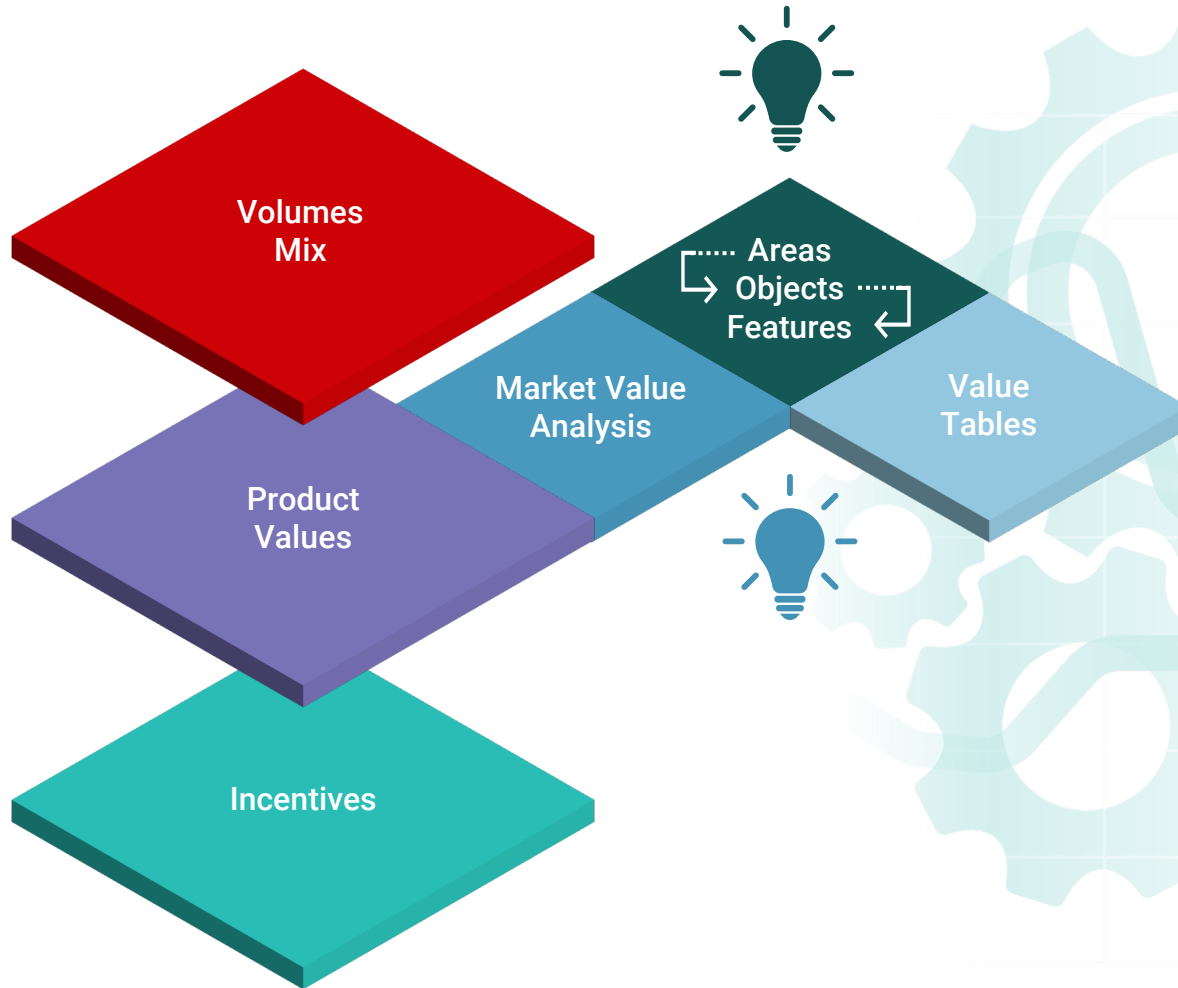
access to data that requires no management

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

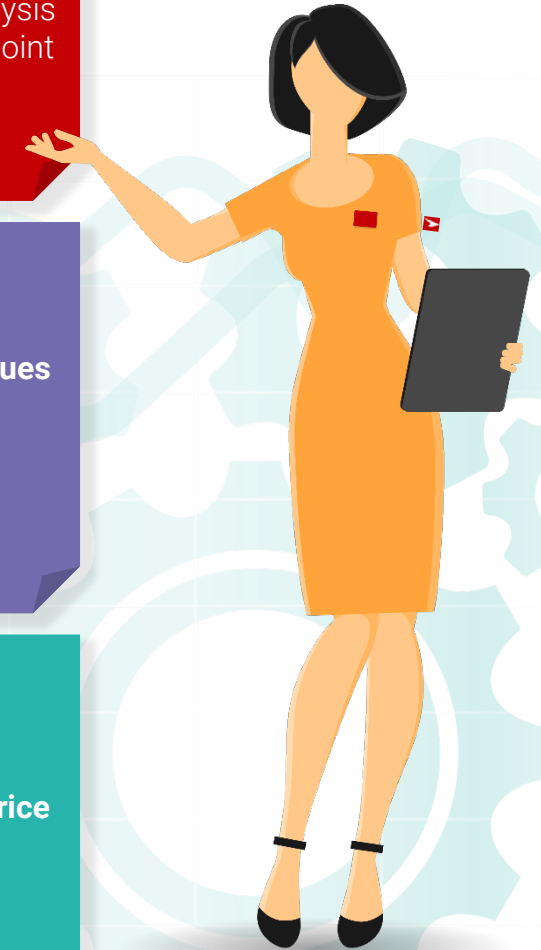
is the conversion of the Specs database into values

Qualified on 3 levels

- Areas
- Objects
- Features

Incentives

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





What the Data model delivers

Market-driven analysis

focus on market preferences

Instant analysis

for any customer cluster

Deep dive capabilities

without delay

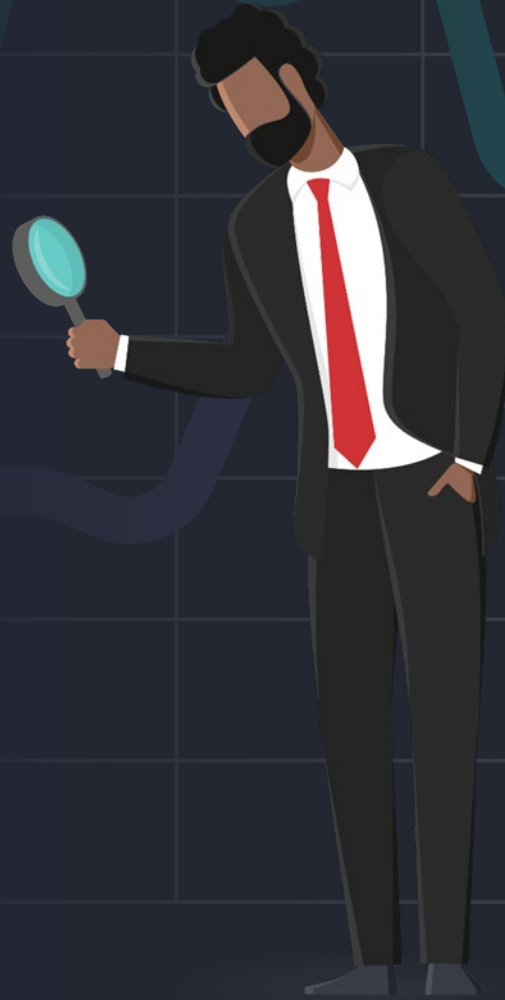
Product differentiators

at your fingertips

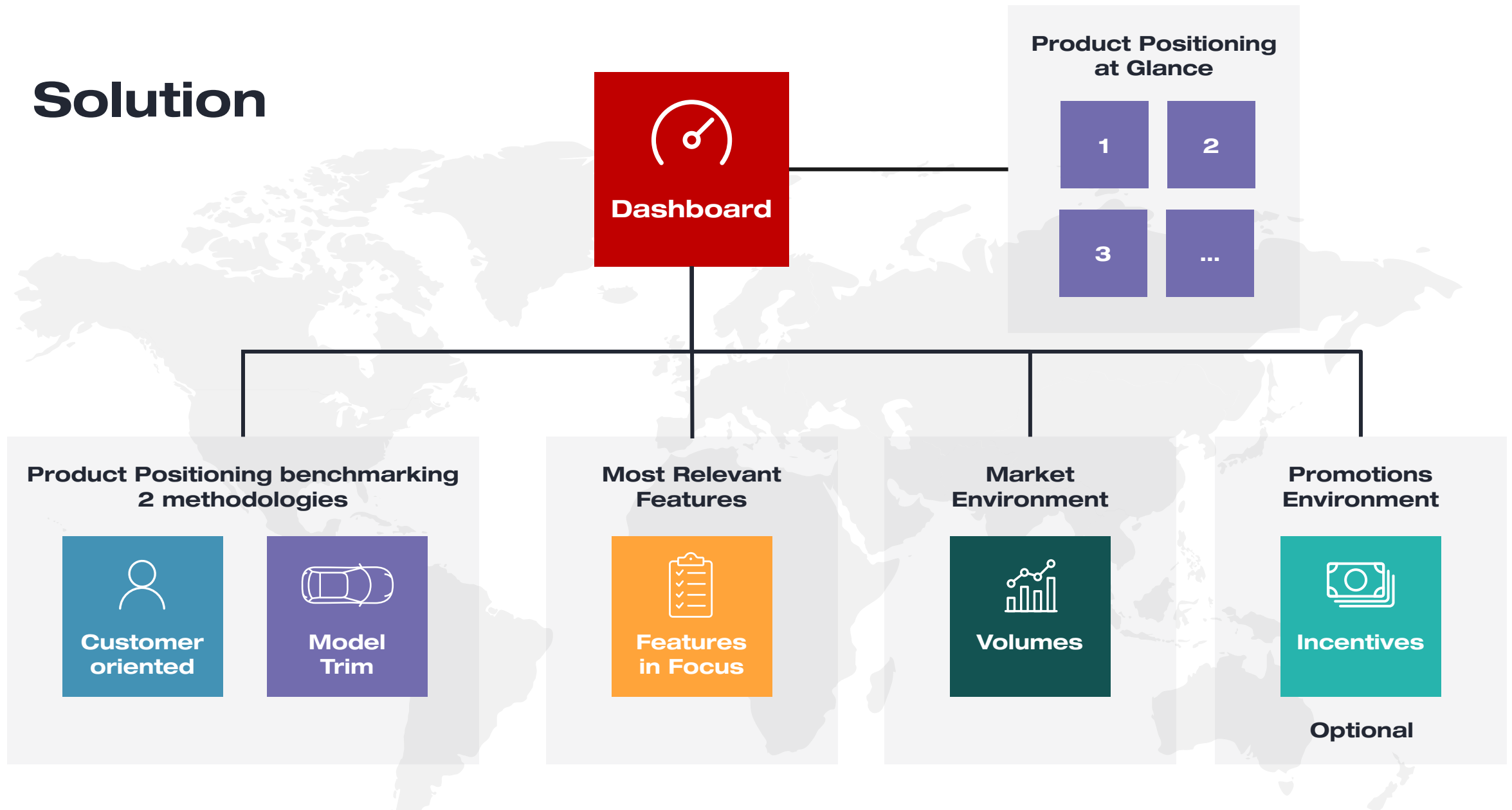
Dynamic flexibility

to suit roles

Product Navigator Discovery



Solution



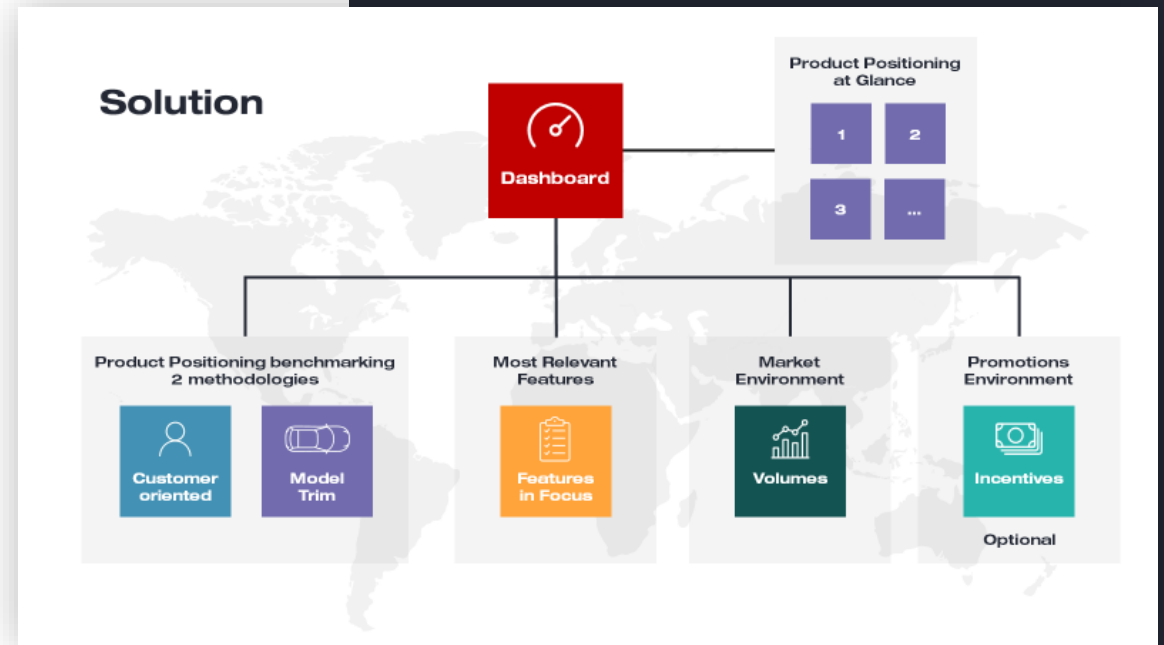
Rendering Complex Analysis, Simple

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**





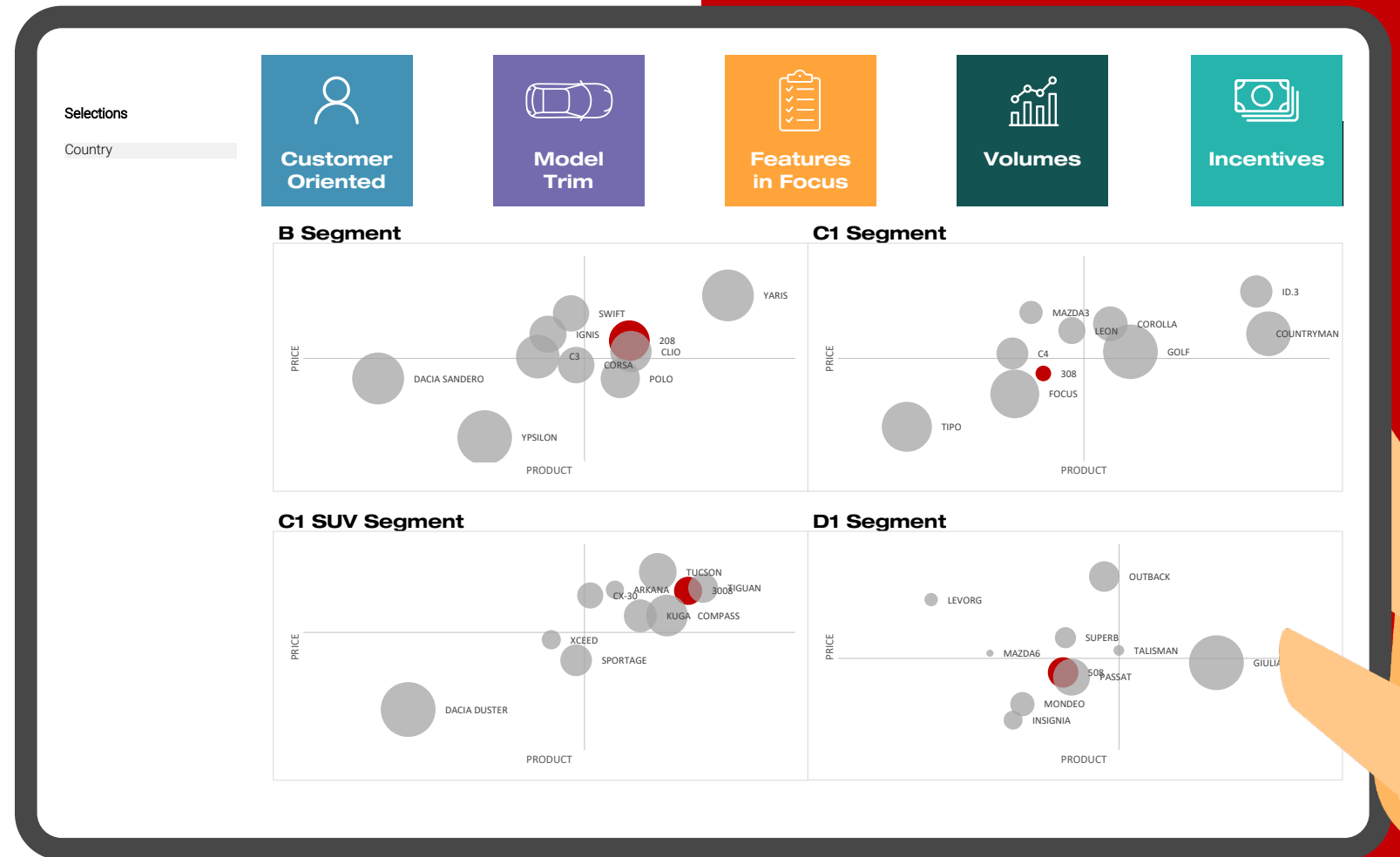
Dashboard





Dashboard

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





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?





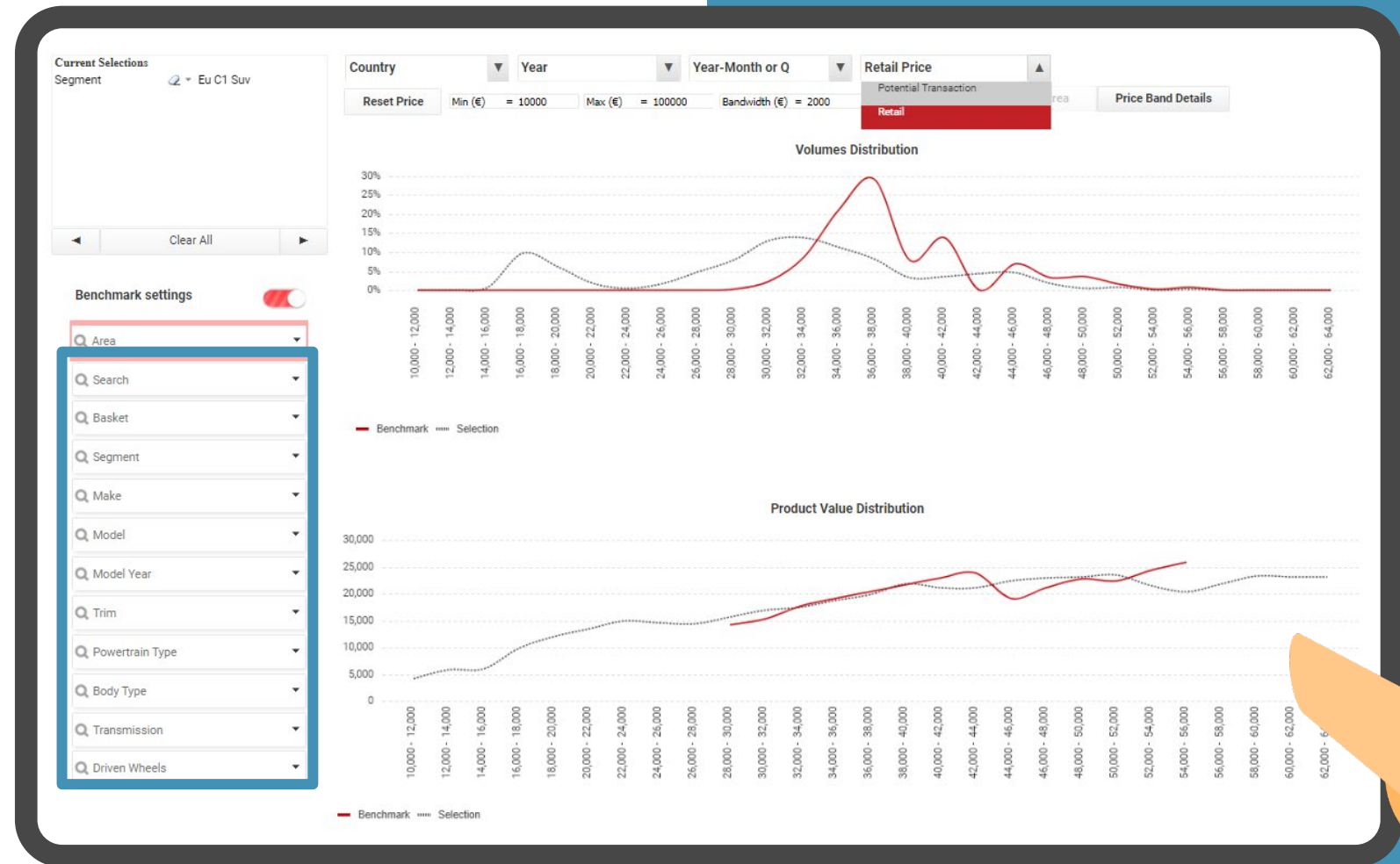
Dashboard





Customer Journey

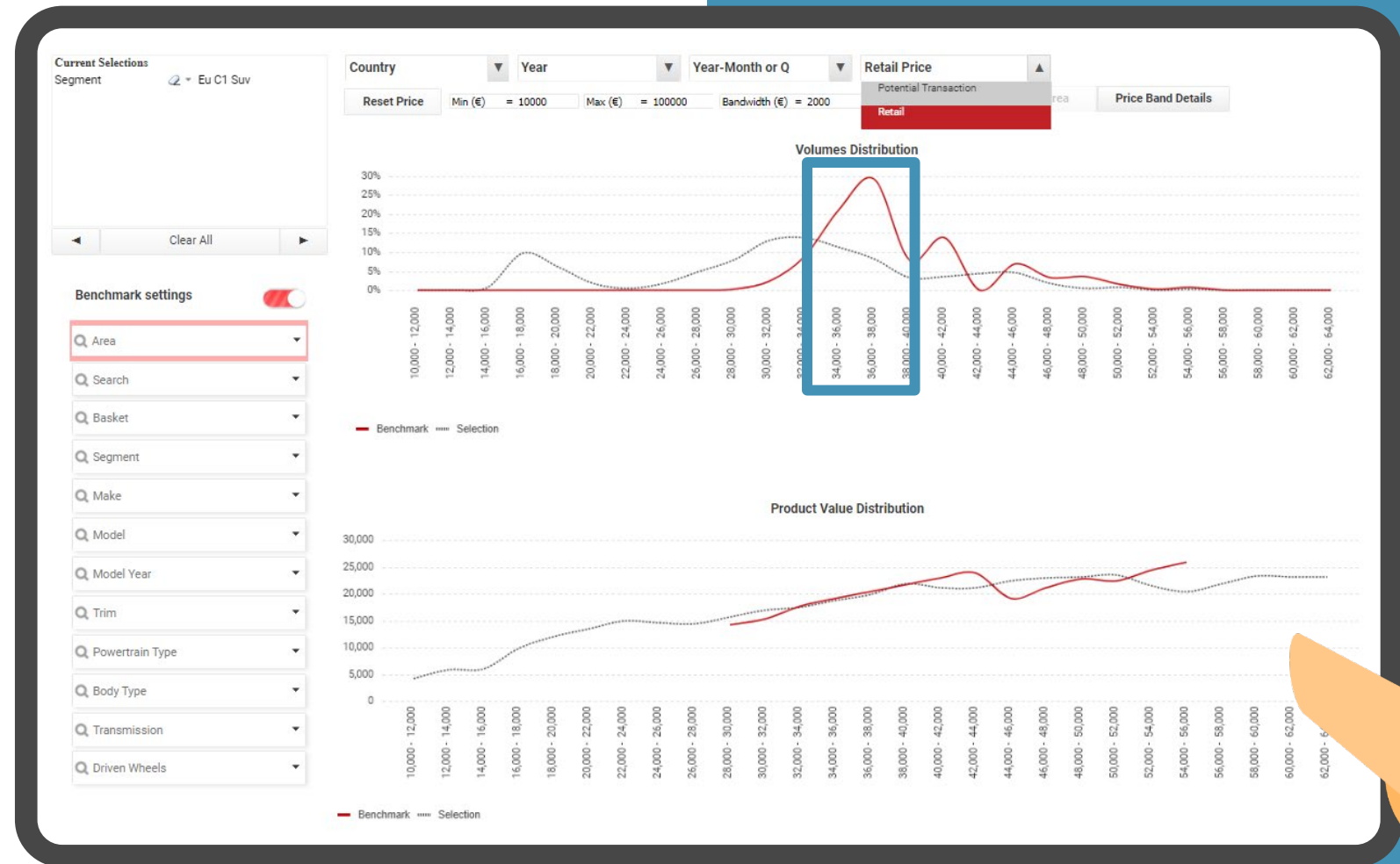
- **Selection pane**
to zoom on clusters
or via search function
- **Price bands**
to zoom on budget
- **Product areas**
to zoom on bundle of
objects/features





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





Customer Journey – zoom on a price band

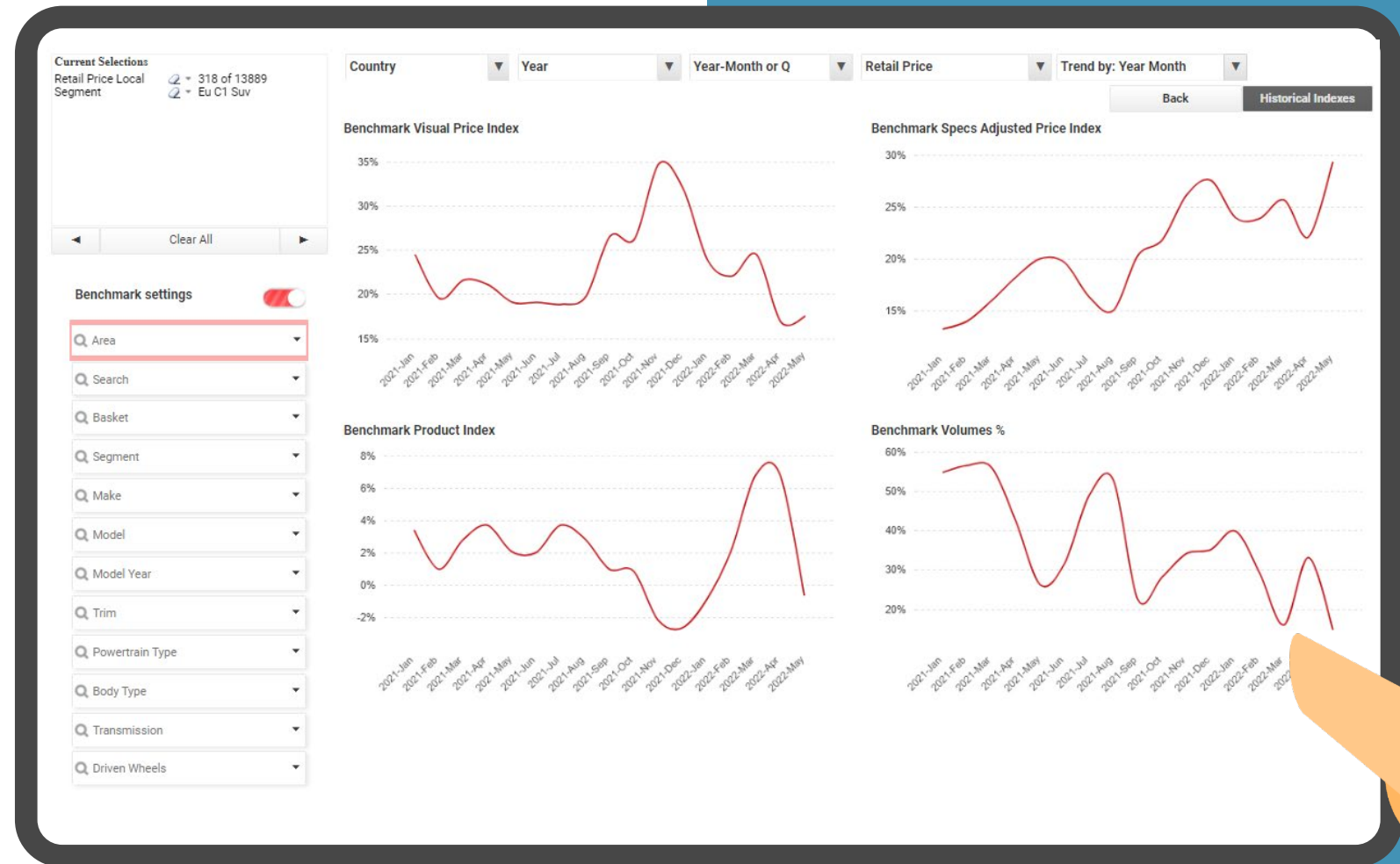
- **Price / Product value**
Vs selection
- **Product shape**
Vs selection
- **Benchmark indexes**
Vs selection





Customer Journey – historical indexes

- **Historical
Benchmark indexes**
Vs selection





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

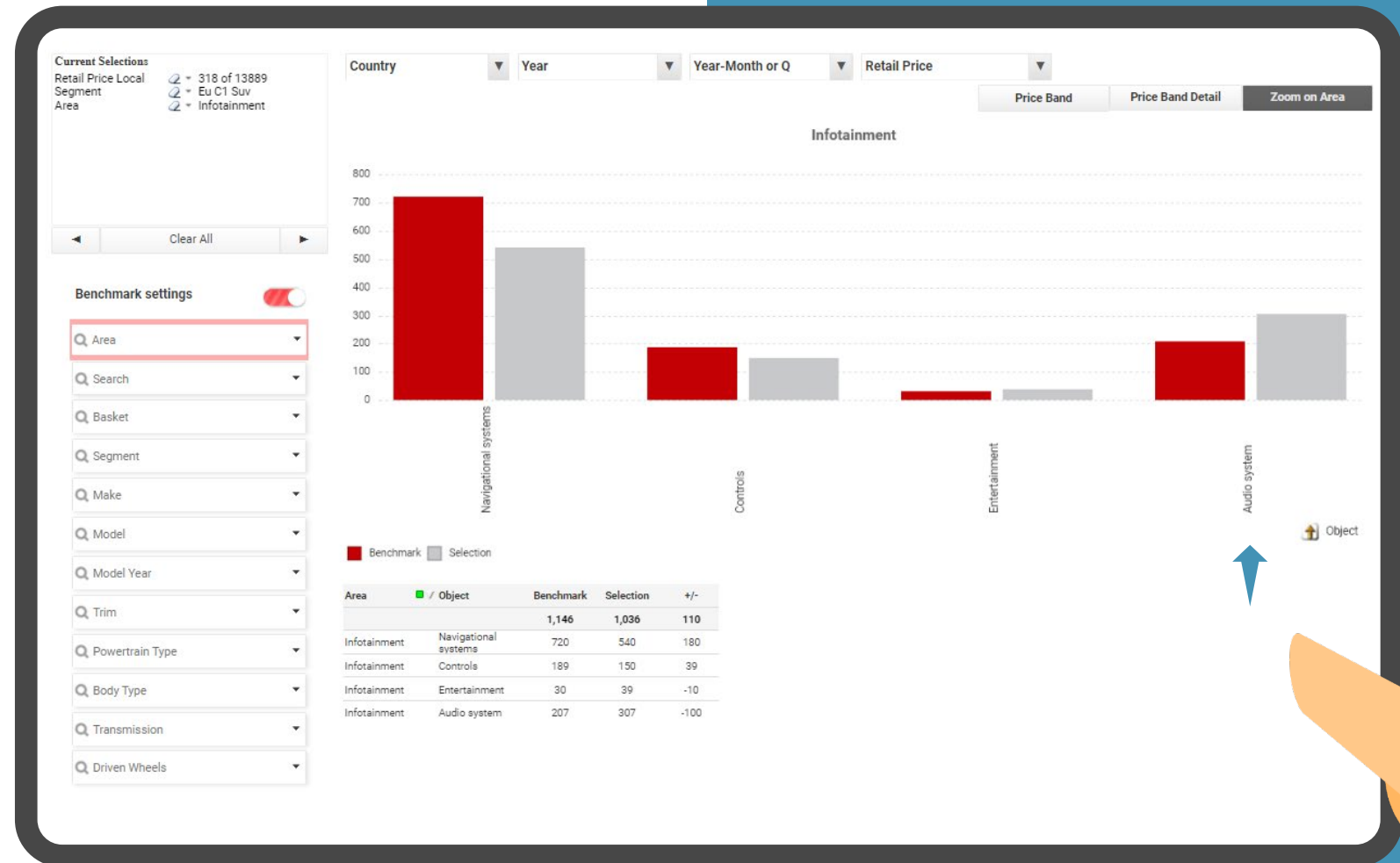




Customer Journey - zoom on a price band & area

- Breakdown of Area at Object level
benchmark Vs selection

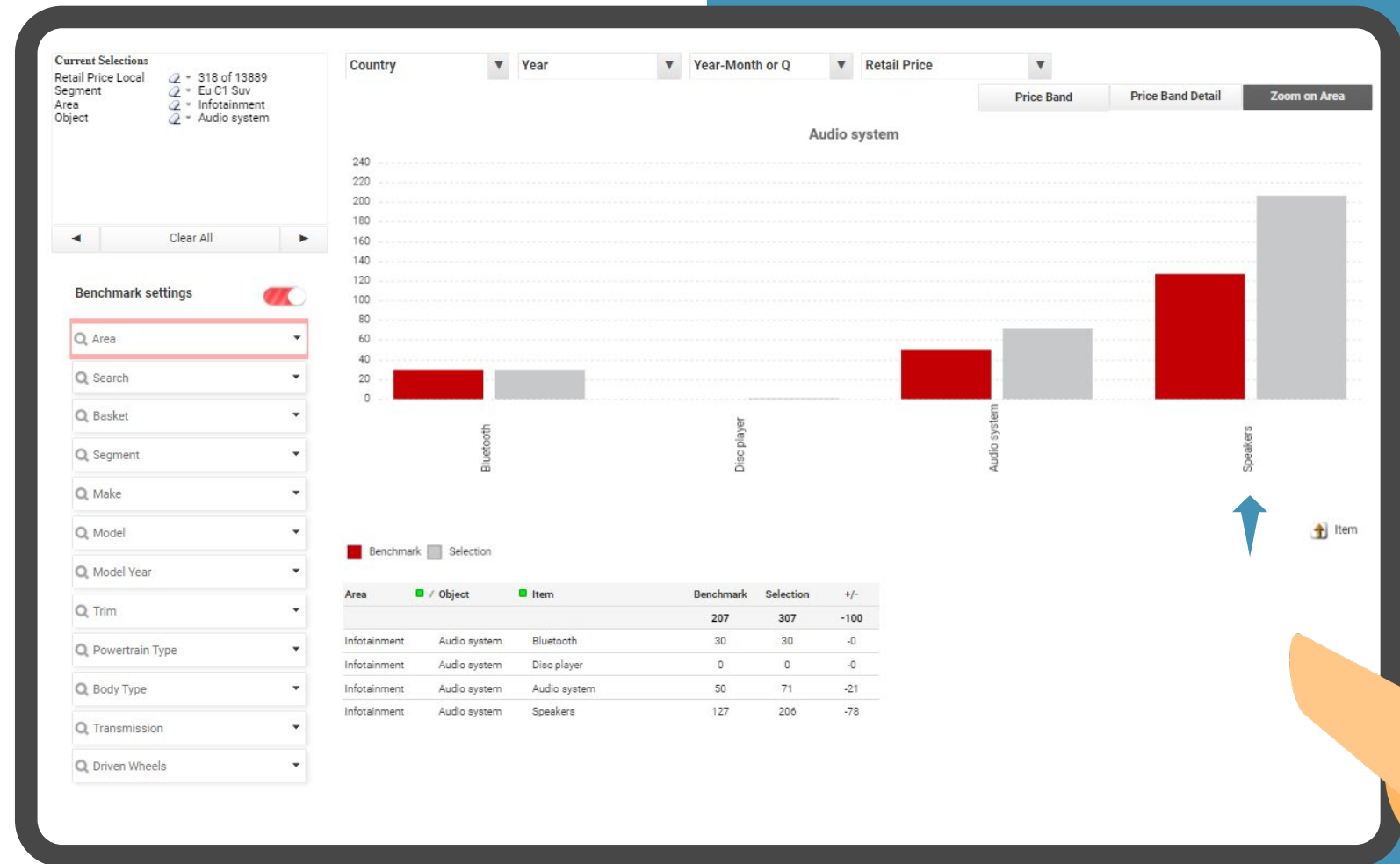
A Area





Customer Journey - zoom on a price band & area

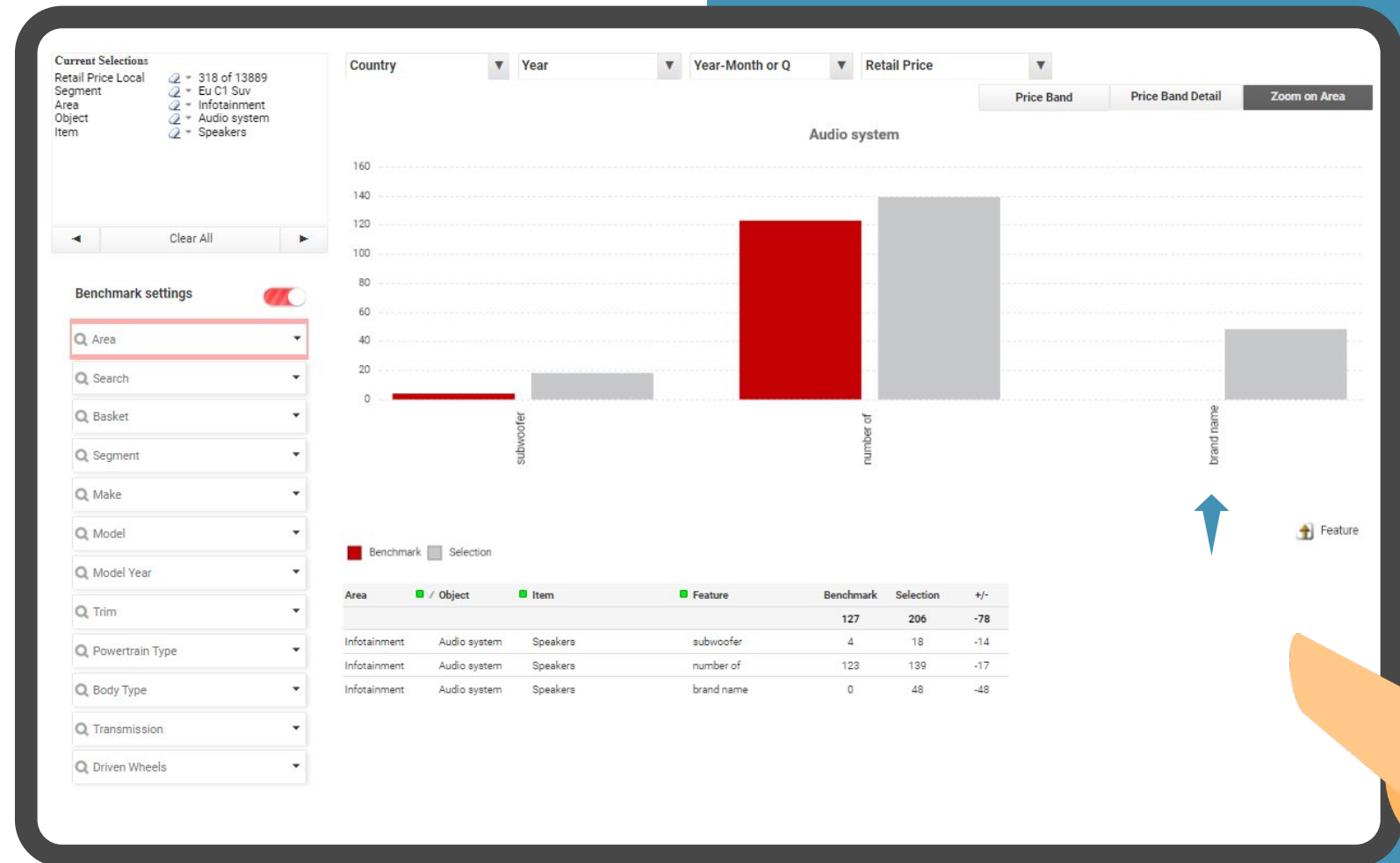
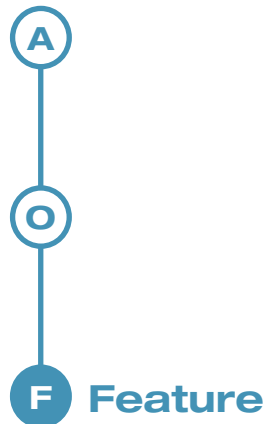
- Breakdown of Object at Feature level
benchmark Vs selection





Customer Journey - zoom on a price band & area

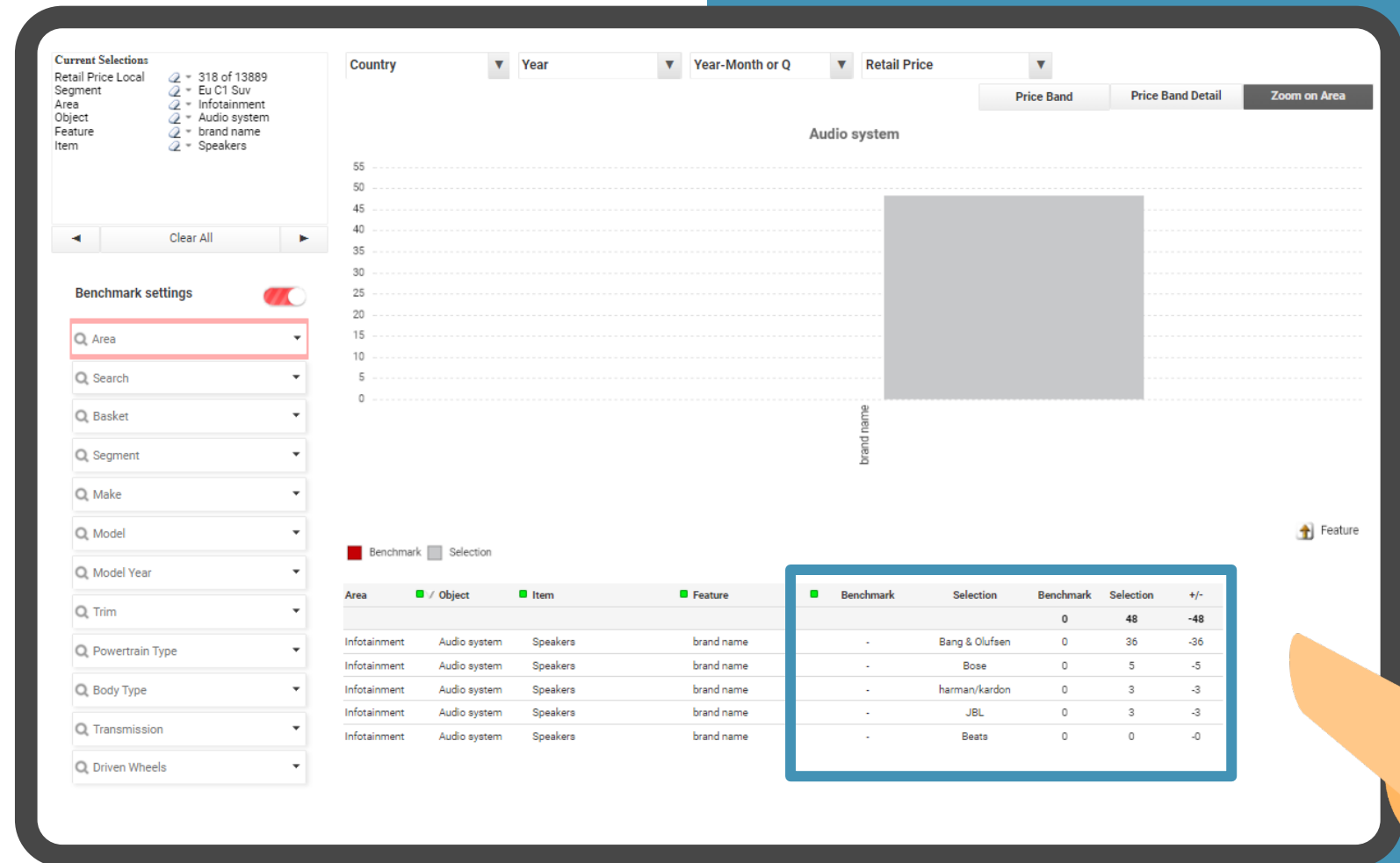
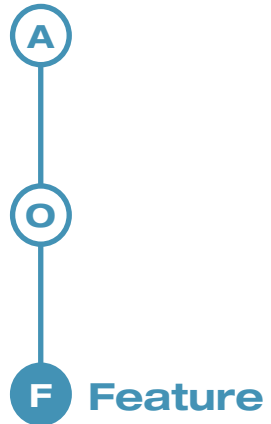
- Breakdown of Feature at Attribute level
benchmark Vs selection



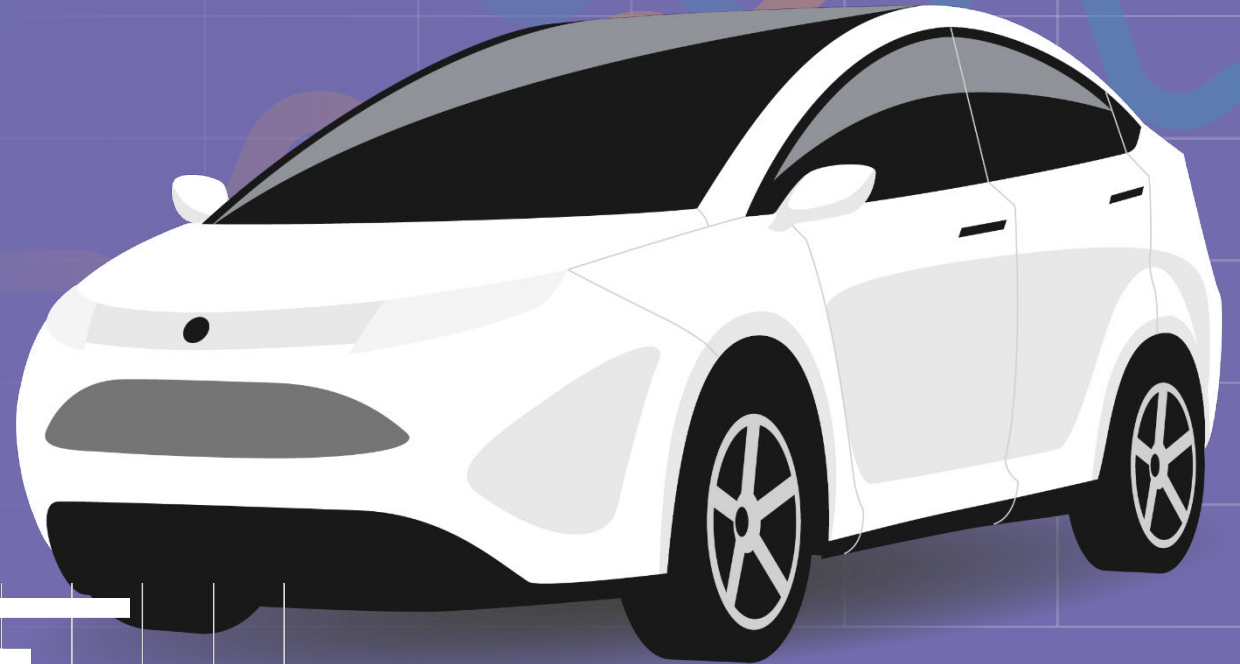
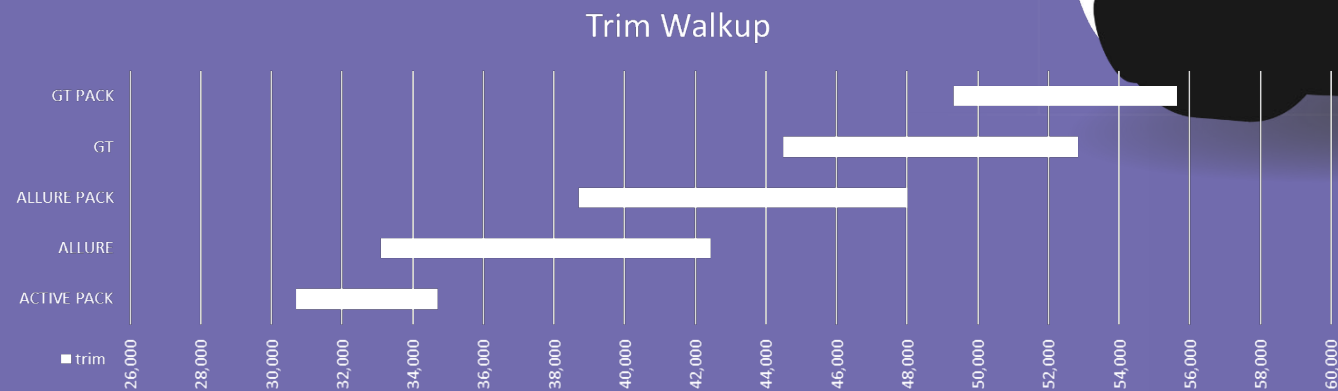


Customer Journey - zoom on a price band & area

- Breakdown of Feature at Attribute level
benchmark Vs selection



Model Trim





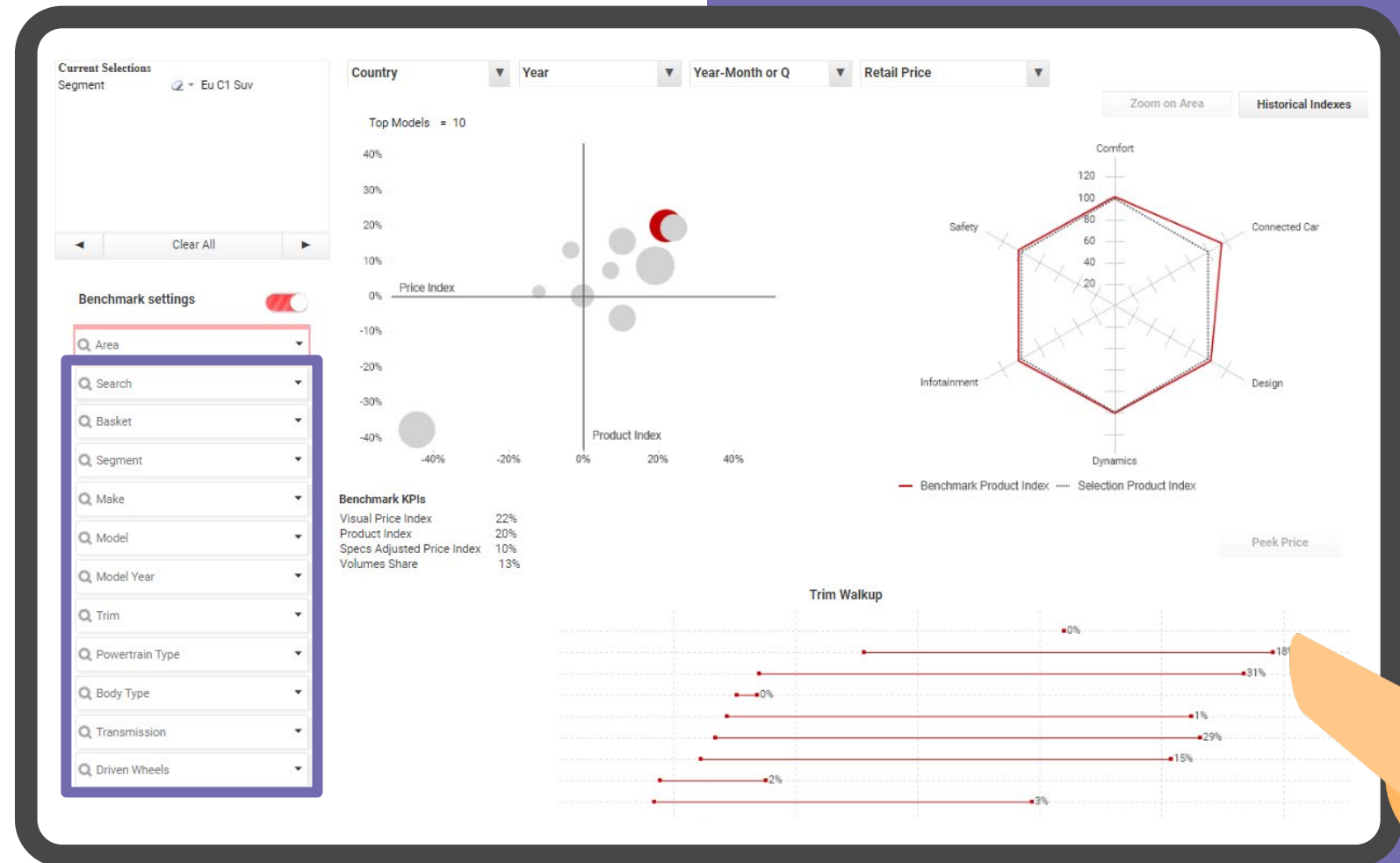
Dashboard





Model Trim

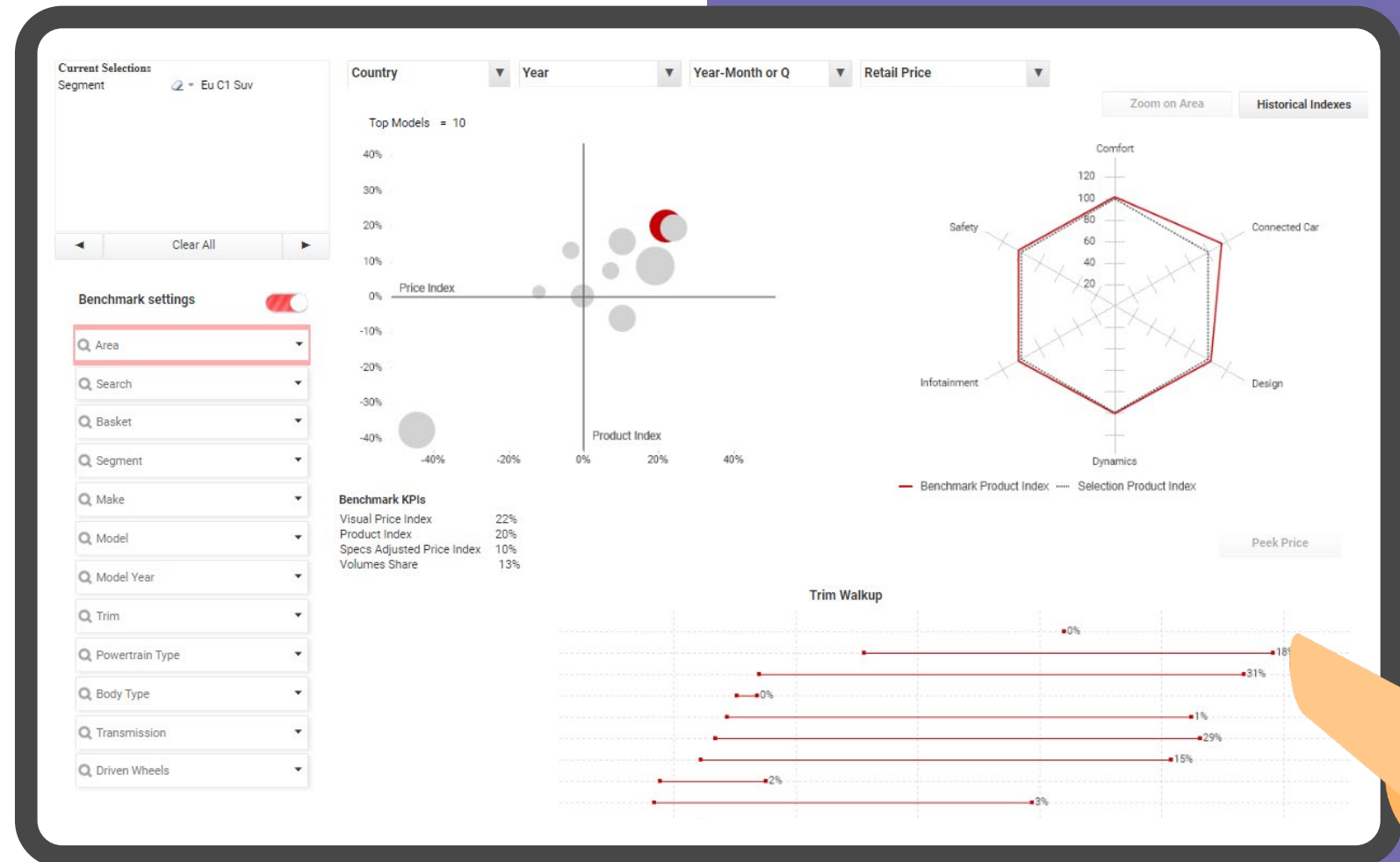
- **Selection pane**
to zoom on clusters
or via search function
- **Price / Product value**
Vs selection
- **Product shape**
Vs selection
- **Benchmark indexes**
Vs selection
- **Trim walk-up**
Benchmark
- **Product areas**
to zoom on bundle of
objects/features





Model Trim

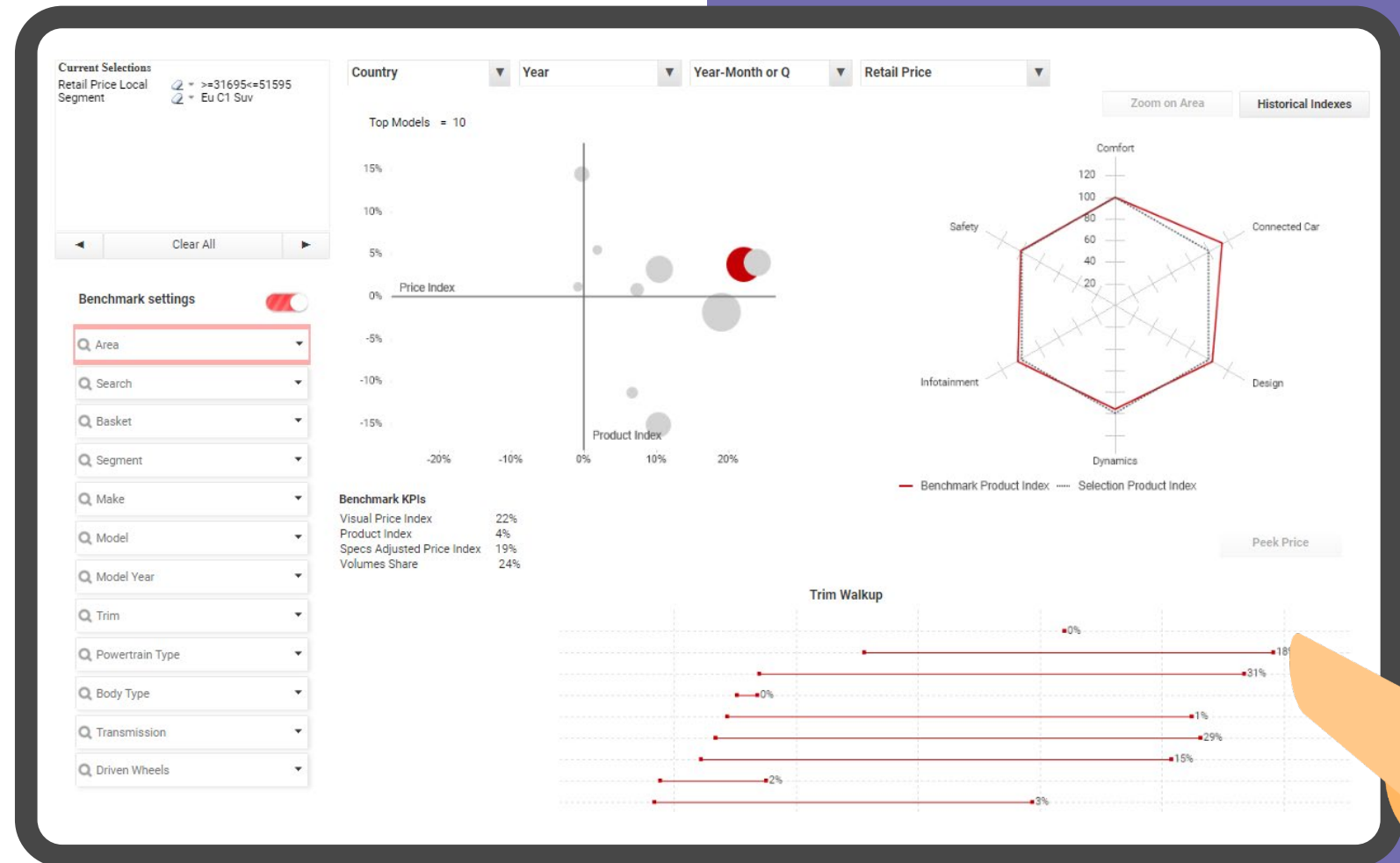
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Model Trim

- **Selection pane**
to zoom on clusters
or via search function
- **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





Model Trim

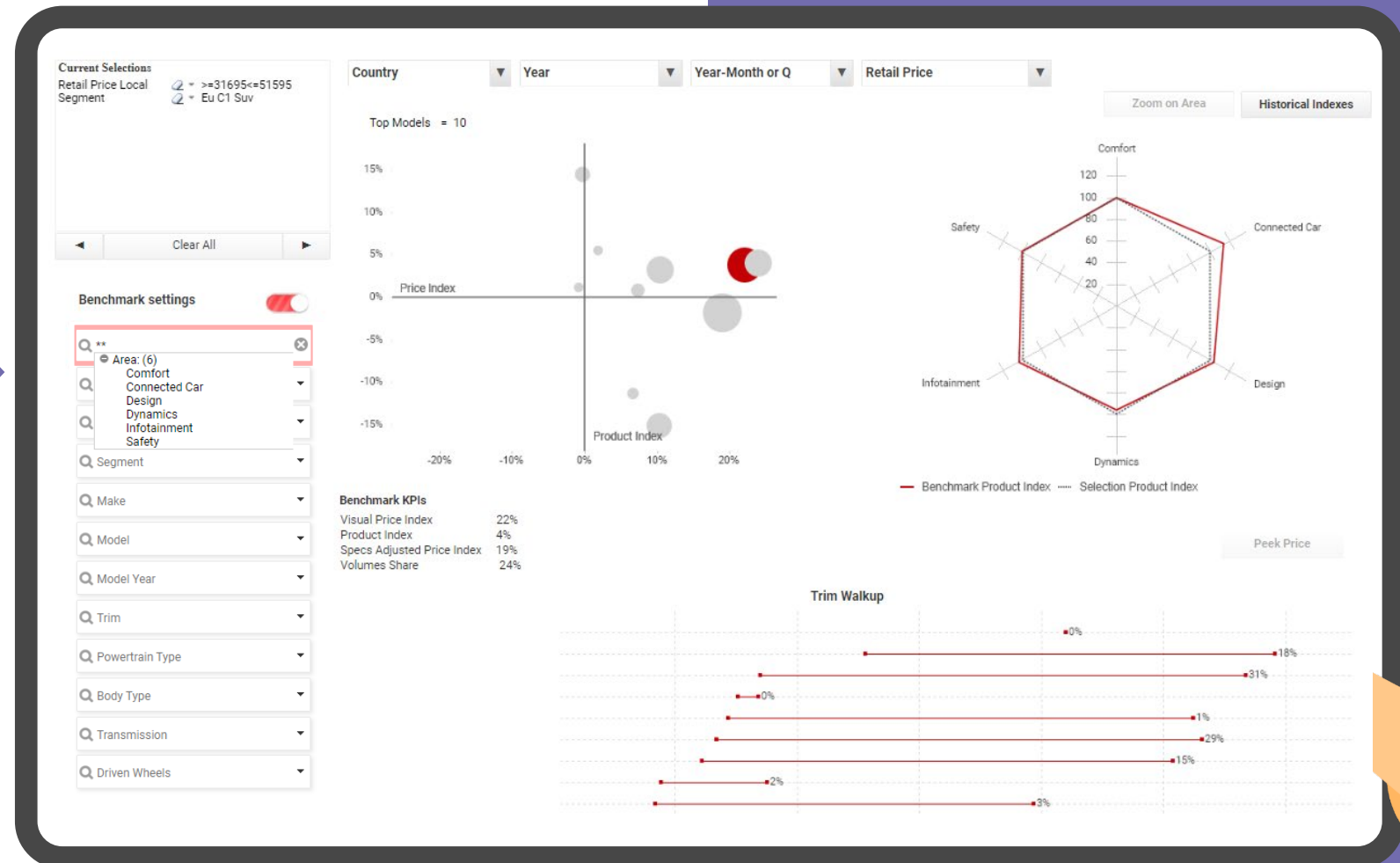
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- **Benchmark indexes**
Vs selection
- **Trim walk-up**
Benchmark
- **Product areas**
to zoom on bundle of
objects/features





Model Trim

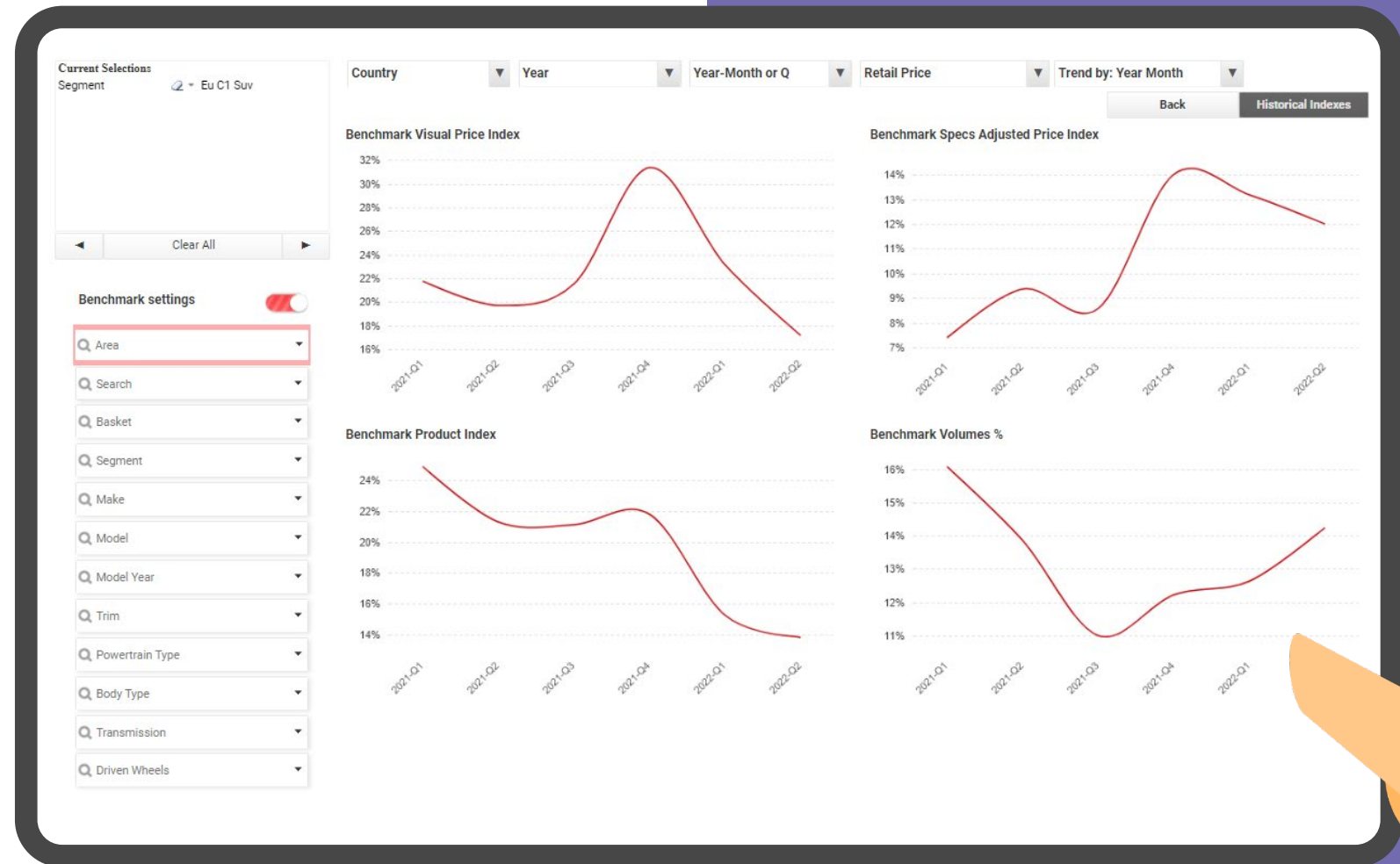
- **Selection pane**
to zoom on clusters
or via search function
- **Price / Product value**
Vs selection
- **Product shape**
Vs selection
- **Benchmark indexes**
Vs selection
- **Trim walk-up**
Benchmark
- **Product areas**
to zoom on bundle of
objects/features





Model Trim – historical indexes

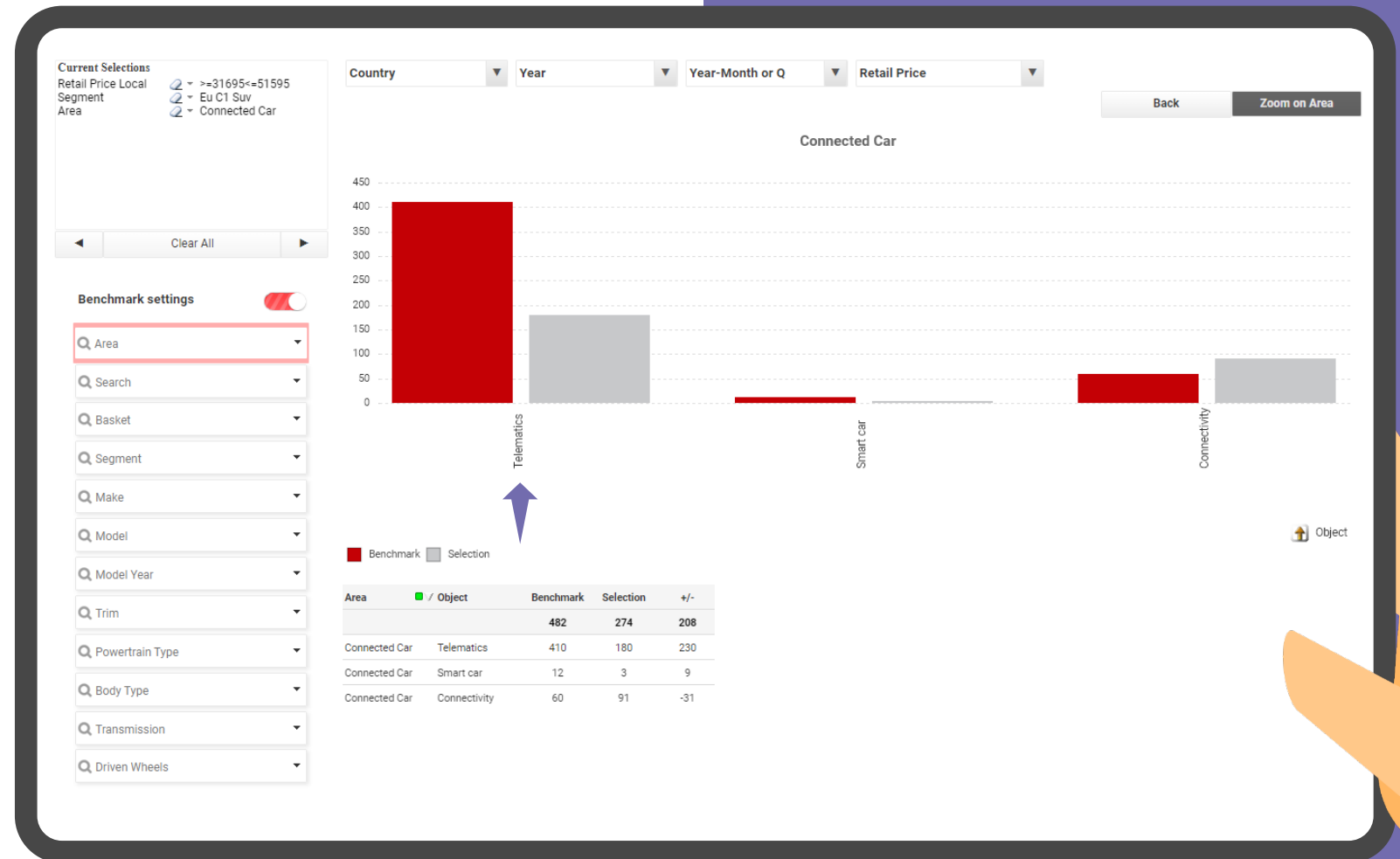
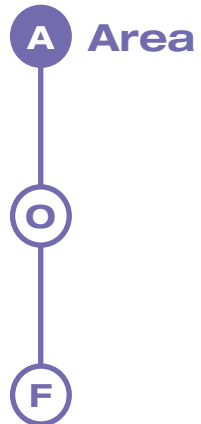
- **Historical
Benchmark indexes**
Vs selection





Model Trim - zoom on a trim & area

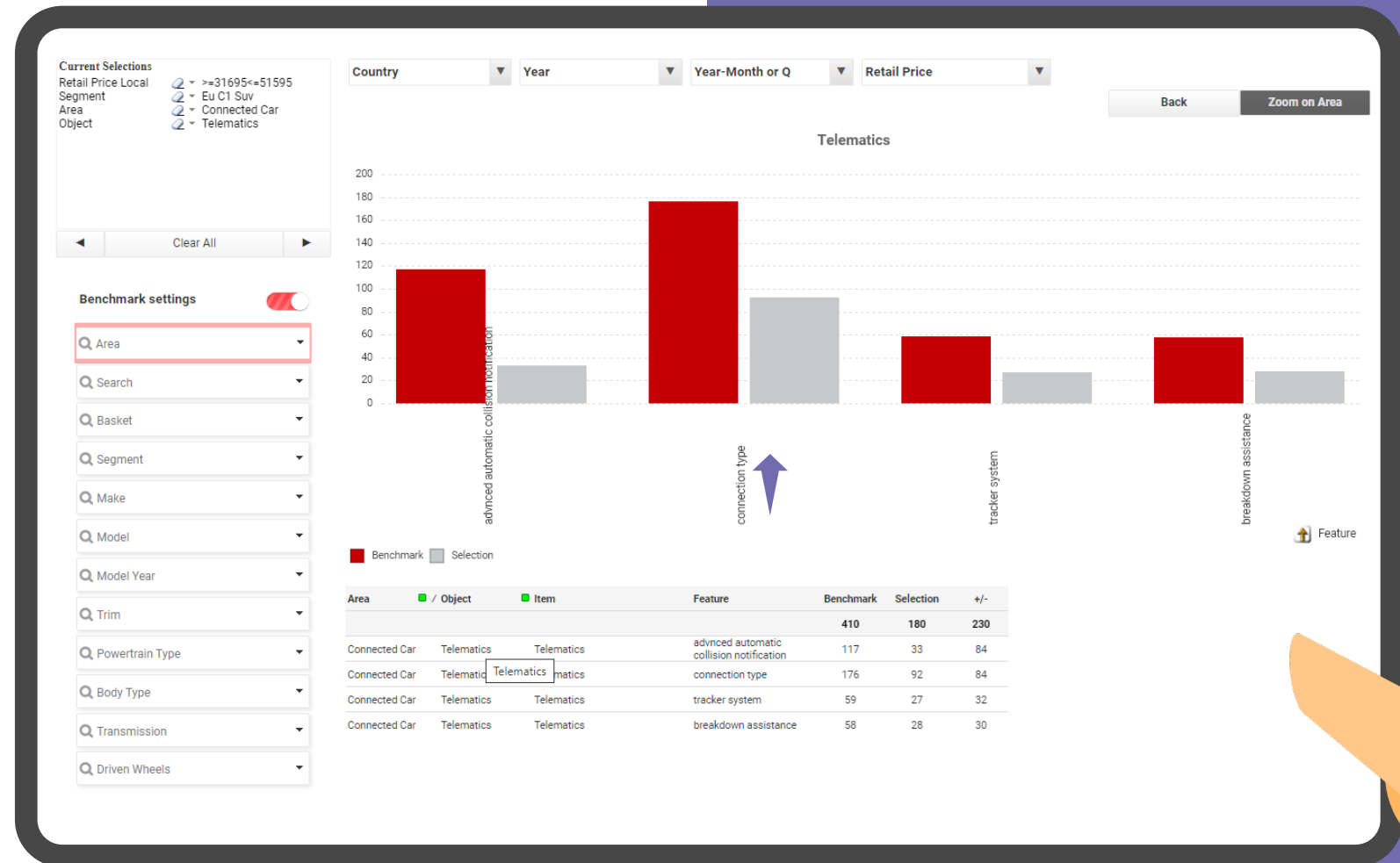
- Breakdown of Area at Object level
benchmark Vs selection





Model Trim - zoom on a trim & area

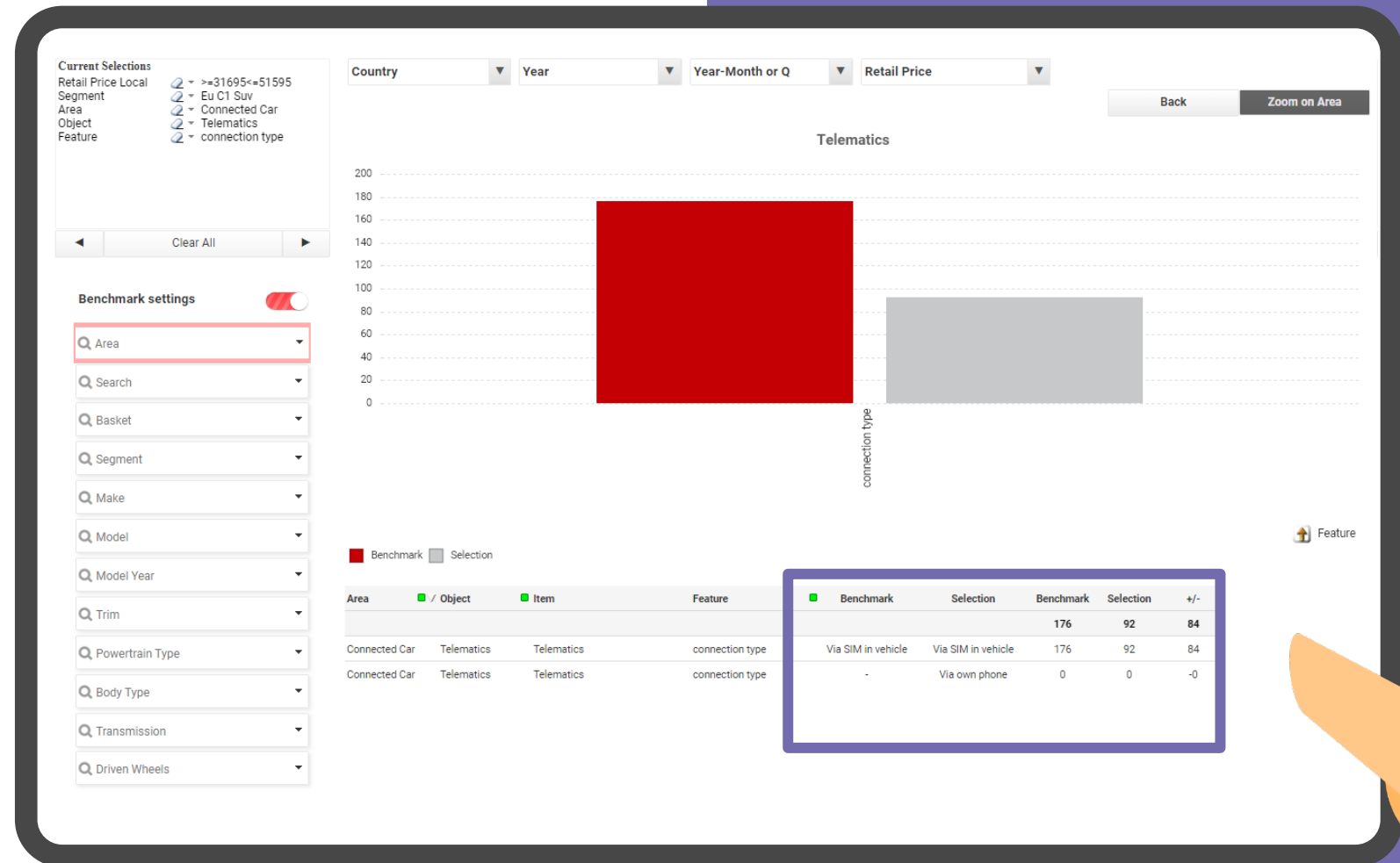
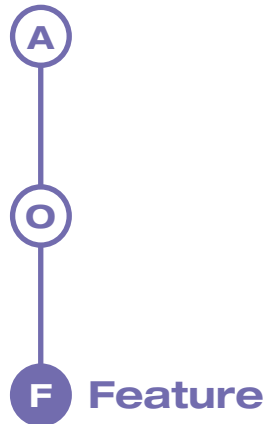
- Breakdown of Object at Feature level
benchmark Vs selection





Model Trim - zoom on a trim & area

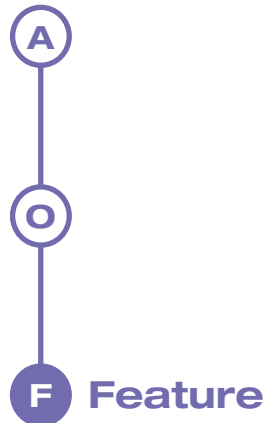
- Breakdown of Feature at Attribute level benchmark Vs selection





Model Trim - zoom on a trim & area

- Breakdown of Feature
at Attribute level
benchmark Vs selection



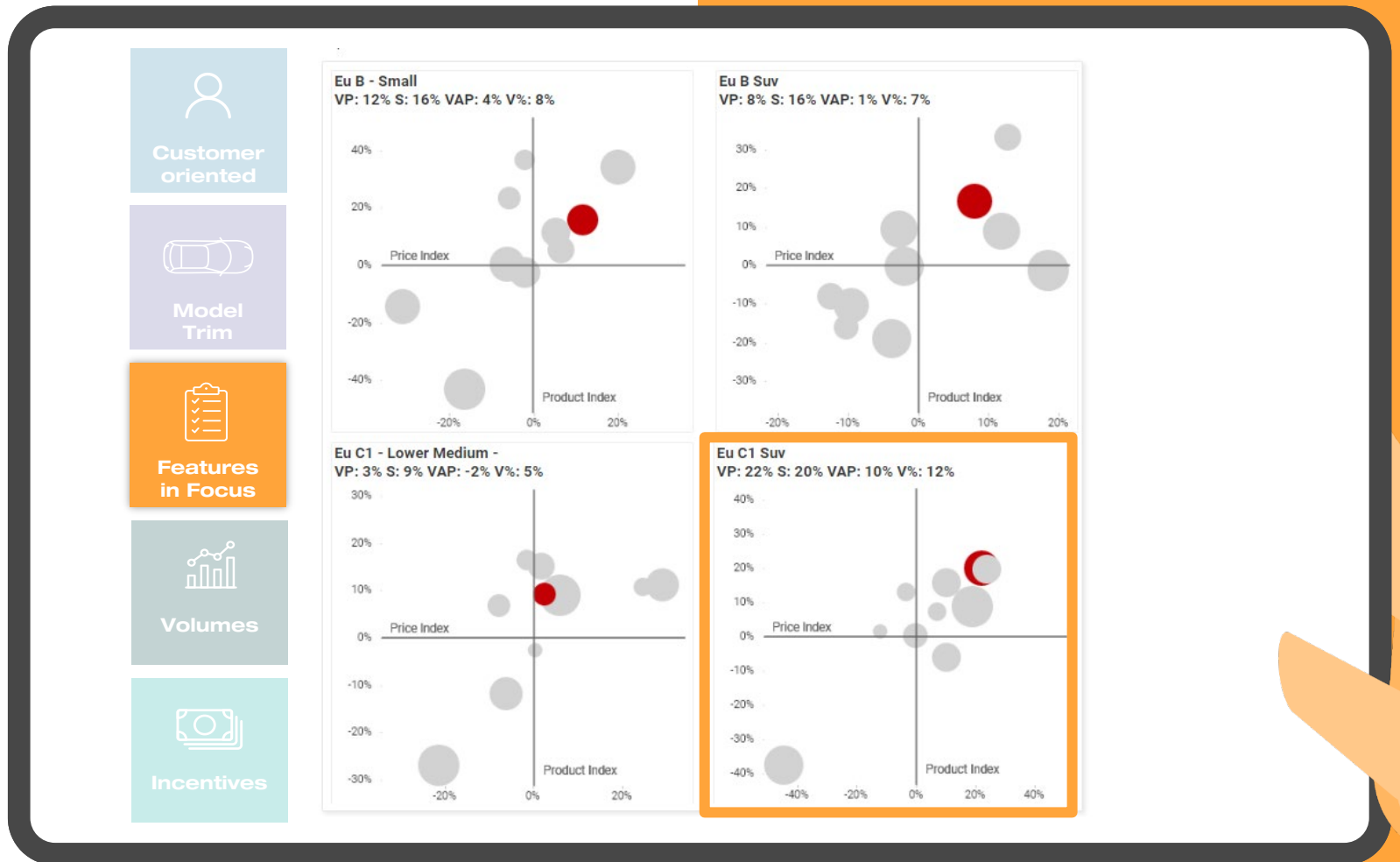
	B	s	B	s	+/-
Cruise control	yes	yes	50	50	0
adaptive cruise control	yes	yes	100	100	0
adaptive cruise cont linked to mapping	yes	yes	25	25	0
stop/go function:	yes	yes	100	100	0
Rear cross-traffic alert	yes	yes	0	0	0
type	camera	radar	100	25	75
Traffic sign recognition	yes	yes	25	25	0
Collision warning 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





Features in Focus

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

The screenshot displays the JATO software interface. On the left, there are filters for 'Current Selections' (Segment: Eu C1 SUV) and 'Benchmark settings' (a list of dropdown menus including Area, Search, Basket, Segment, Make, Model, Model Year, Trim, Powertrain Type, Body Type, Transmission, and Driven Wheels). The main area contains two tables comparing vehicle features. The top table shows features like transmission description, bulb type, screen size, and metallic paint, all marked with green bars. The bottom table shows features like dual clutch sequential trans (DCT), driven wheels, rim diameter, and warranty duration, all marked with red bars.

Country	Year	Year-Month or Q	Area	Object	Item	Feature	Attribute	Value
			Dynamics	Powertrain	Transmission	transmission description	automatic with manual mode	Green
			Safety	Visibility	Headlights	bulb type (high beam)	LED	Green
			Infotainment	Navigational systems	Navigational systems	screen size (in)	12.3	Green
			Safety	Visibility	Headlights	bulb type (low beam)	LED	Green
			Design	Exterior design	Paint	type	metallic	Green

Area	Object	Item	Feature	Attribute	Value
Dynamics	Powertrain	Transmission	transmission description	dual clutch sequential trans (DCT)	Red
Dynamics	Powertrain	Drive	Driven wheels	4x4	Red
Design	Exterior design	Wheels	rim diameter (in)	17	Red
Dynamics	Service	Warranty whole vehicle - Total	duration (months)	36	Red
Dynamics	Service	Warranty whole vehicle - Total	duration (months)	84	Red



Features in Focus

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

The screenshot displays the JATO software interface. On the left, a sidebar contains 'Current Selections' (Segment: Eu C1 SUV) and 'Benchmark settings' (a list of filters including Area, Search, Basket, Segment, Make, Model, Model Year, Trim, Powertrain Type, Body Type, Transmission, and Driven Wheels). The main area shows two tables of vehicle features. The top table has columns for Country, Year, Year-Month or Q, Area, Object, Item, Feature, and Attribute. It lists features like 'transmission description' (automatic with manual mode) and 'bulb type (high beam)' (LED). The bottom table lists features like 'dual clutch sequential trans (DCT)', 'Driven wheels' (4x4), and 'Warranty whole vehicle - Total' (36 and 84 months). Green and red bars on the right of the tables indicate feature status or selection. An orange arrow points to the 'transmission description' row in the top table.

Country	Year	Year-Month or Q	Area	Object	Item	Feature	Attribute
			Dynamics	Powertrain	Transmission	transmission description	automatic with manual mode
			Safety	Visibility	Headlights	bulb type (high beam)	LED
			Infotainment	Navigational systems	Navigational systems	screen size (in)	12.3
			Safety	Visibility	Headlights	bulb type (low beam)	LED
			Design	Exterior design	Paint	type	metallic

Area	Object	Item	Feature	Attribute
Dynamics	Powertrain	Transmission	transmission description	dual clutch sequential trans (DCT)
Dynamics	Powertrain	Drive	Driven wheels	4x4
Design	Exterior design	Wheels	rim diameter (in)	17
Dynamics	Service	Warranty whole vehicle - Total	duration (months)	36
Dynamics	Service	Warranty whole vehicle - Total	duration (months)	84



Features in Focus

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

Current Selections

Segment
Feature

Eu C1 Suv
transmission descripti...

Clear All

Benchmark settings

Area

Search

Basket

Segment

Make

Model

Model Year

Trim

Powertrain Type

Body Type

Transmission

Driven Wheels

Country	Year	Year-Month or Q	Area	Object	Item	Feature	Attribute	Product Value	Benchmark Share	Selection Share
			Dynamics	Powertrain	Transmission	transmission description	automatic with manual mode	1,535	100.00%	44.70%
			Dynamics	Powertrain	Transmission	transmission description	continuously variable transmission	1,490	0.00%	1.85%
			Dynamics	Powertrain	Transmission	transmission description	automatic	1,510	0.00%	6.45%
			Dynamics	Powertrain	Transmission	transmission description	continuously trans with manual mode	1,560	0.00%	9.90%
			Dynamics	Powertrain	Transmission	transmission description	dual clutch sequential trans (DCT)	1,570	0.00%	37.09%
			Total					7,665	100.00%	100.00%



Features in Focus

- **Nice to have features**
Vs selection
- **Must have features**
Vs selection

The screenshot displays the JATO software interface. On the left, a sidebar contains 'Current Selections' (Segment: Eu C1 SUV) and 'Benchmark settings' (a list of dropdown menus including Area, Search, Basket, Segment, Make, Model, Model Year, Trim, Powertrain Type, Body Type, Transmission, and Driven Wheels). The main area shows two tables. The top table lists features with green status indicators, and the bottom table lists features with red status indicators. An orange arrow points to the 'Wheels' item in the bottom table.

Area	Object	Item	Feature	Attribute	Status
Dynamics	Powertrain	Transmission	transmission description	automatic with manual mode	Green
Safety	Visibility	Headlights	bulb type (high beam)	LED	Green
Infotainment	Navigational systems	Navigational systems	screen size (in)	12.3	Green
Safety	Visibility	Headlights	bulb type (low beam)	LED	Green
Design	Exterior design	Paint	type	metallic	Green

Area	Object	Item	Feature	Attribute	Status
Dynamics	Powertrain	Transmission	transmission description	dual clutch sequential trans (DCT)	Red
Dynamics	Powertrain	Drive	Driven wheels	4x4	Red
Design	Exterior design	Wheels	rim diameter (in)	17	Red
Dynamics	Service	Warranty whole vehicle - Total	duration (months)	36	Red
Dynamics	Service	Warranty whole vehicle - Total	duration (months)	84	Red



Features in Focus

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

Current Selections

Segment
Feature

Eu C1 SUV
rim diameter (in)

Clear All

Benchmark settings

Area

Search

Basket

Segment

Make

Model

Model Year

Trim

Powertrain Type

Body Type

Transmission

Driven Wheels

Country	Year	Year-Month or Q	Area	Object	Item	Feature	Attribute	Product Value	Benchmark Share	Selection Share
			Design	Exterior design	Wheels	rim diameter (in)	18	700	76.31%	46.04%
			Design	Exterior design	Wheels	rim diameter (in)	19	1,100	18.43%	11.21%
			Design	Exterior design	Wheels	rim diameter (in)	18.5	350	0.00%	1.16%
			Design	Exterior design	Wheels	rim diameter (in)	20	1,500	0.00%	0.84%
			Design	Exterior design	Wheels	rim diameter (in)	16	500	0.00%	8.22%
			Design	Exterior design	Wheels	rim diameter (in)	17	640	5.26%	33.69%
			Total					4,790	100.00%	101.16%



Features in Focus

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

The screenshot displays the JATO software interface for feature comparison. It includes a sidebar with filters for 'Current Selections' (Segment: Eu C1 SUV, Area: Connected Car), 'Benchmark settings' (toggle on), and a list of filters (Area, Segment, Make, Model, Model Year, Trim, Powertrain Type, Body Type, Transmission, Driven Wheels). The main area shows two tables of feature comparisons for 'Connected Car'.

Current Selections
Segment: Eu C1 SUV
Area: Connected Car

Benchmark settings (toggle on)

Table 1: Telematics Features

Area	Object	Item	Feature	Attribute	Value
Connected Car	Telematics	Telematics	connection type	Via SIM in vehicle	Yes
Connected Car	Telematics	Telematics	advanced automatic collision notification	yes	Yes
Connected Car	Telematics	Telematics	tracker system	yes	Yes
Connected Car	Telematics	Telematics	breakdown assistance	yes	Yes
Connected Car	Smart car	Remote battery management	includes battery status checking	yes	Yes

Table 2: Connectivity Features

Area	Object	Item	Feature	Attribute	Value
Connected Car	Connectivity	Wifi network	connectivity type	embedded sim card	Yes
Connected Car	Connectivity	Mobile Integration	Android wireless connection	yes	Yes
Connected Car	Connectivity	Mobile Integration	Apple wireless connection	yes	Yes
Connected Car	Connectivity	Internet connection	Internet connection	standard	Yes
Connected Car	Connectivity	Mobile Integration	MirrorLink	yes	Yes



Volumes





Dashboard



Customer
oriented



Model
Trim



Features
in Focus



Volumes



Incentives

Eu B - Small
VP: 12% S: 16% VAP: 4% V: 8%



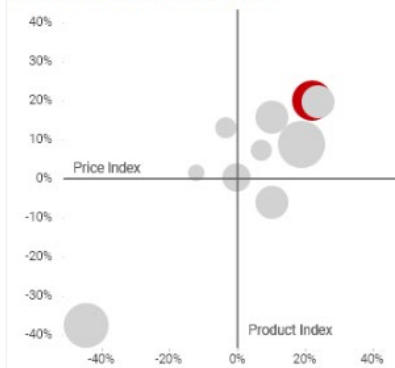
Eu B Suv
VP: 8% S: 16% VAP: 1% V: 7%



Eu C1 - Lower Medium -
VP: 3% S: 9% VAP: -2% V: 5%



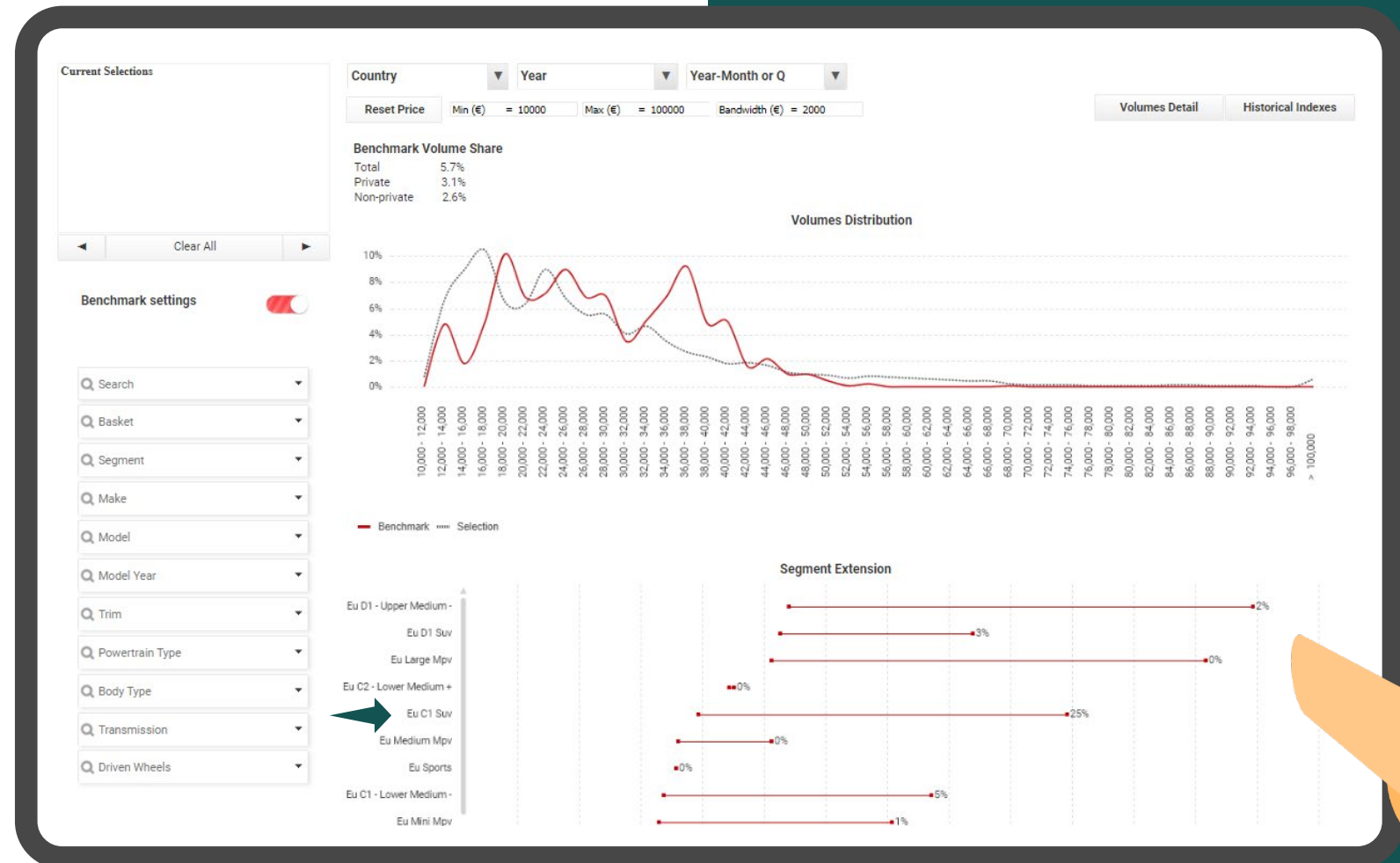
Eu C1 Suv
VP: 22% S: 20% VAP: 10% V: 12%





Volumes

- **Selection pane**
to zoom on clusters
- **Benchmark indexes**
Vs selection
- **Price bands**
to zoom on budget
- **Segment walk-up**
Benchmark

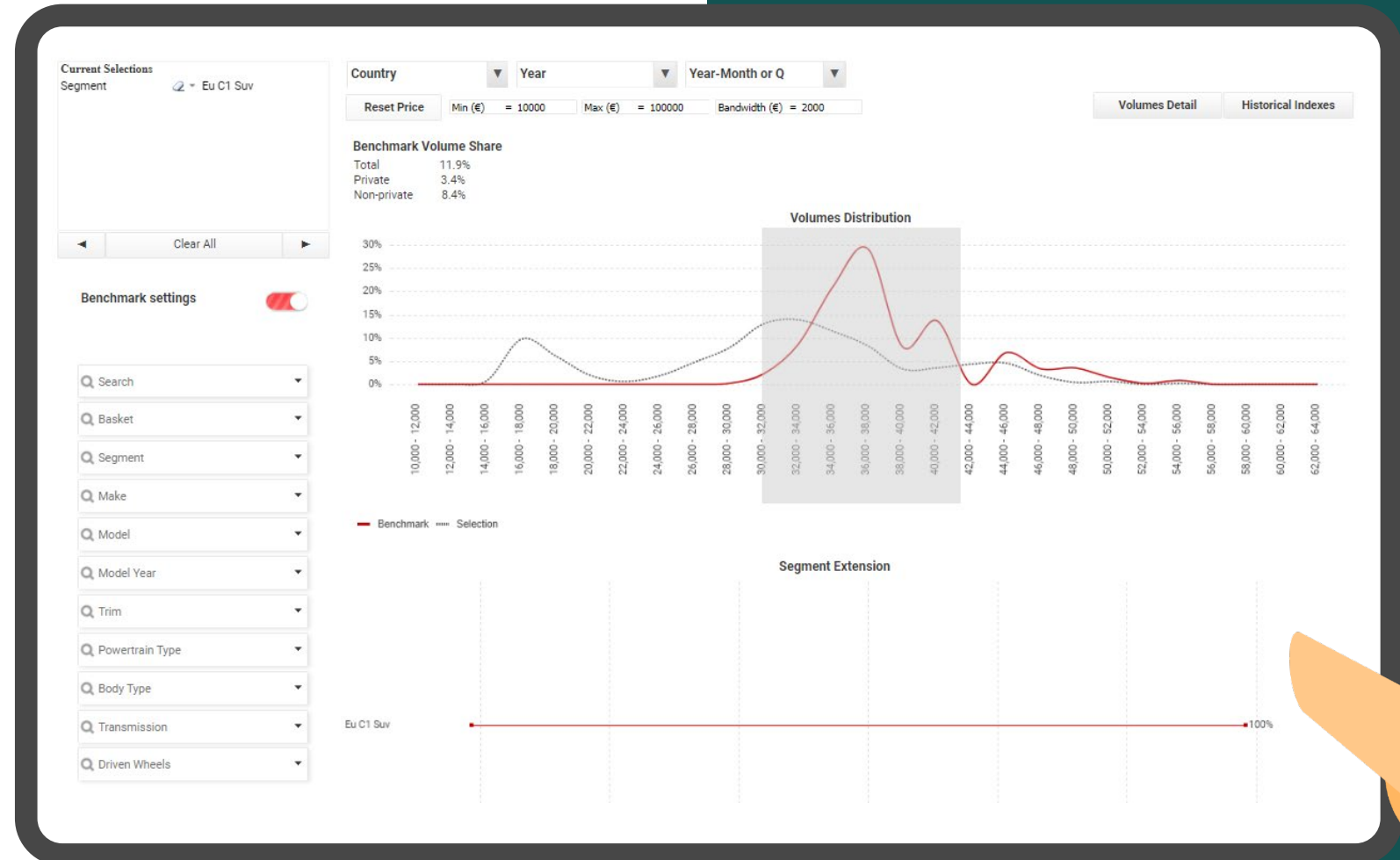




Volumes

Added from Andrea Version

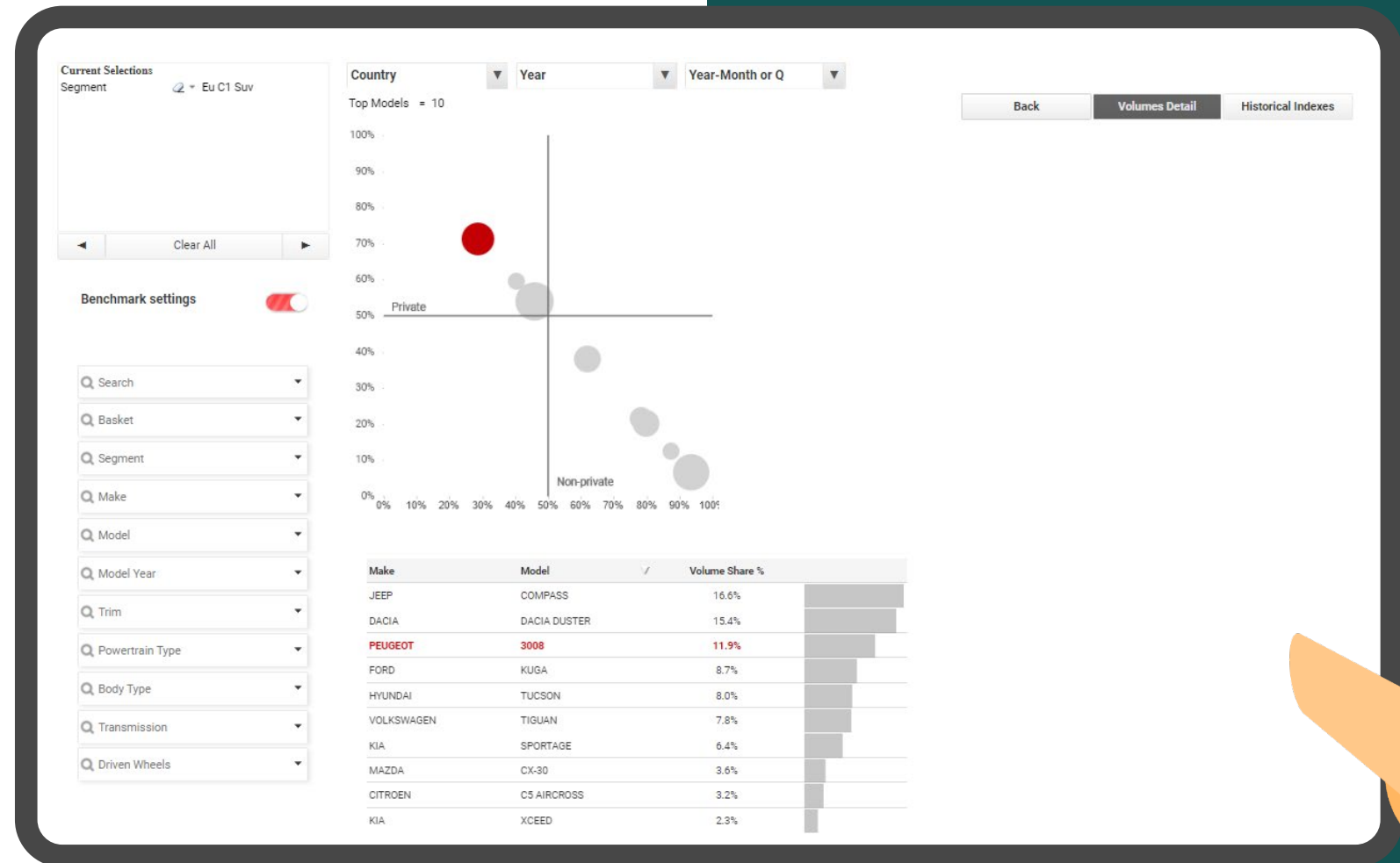
- **Selection pane**
to zoom on clusters
- **Benchmark indexes**
Vs selection
- **Price bands**
to zoom on budget
- **Segment walk-up**
Benchmark





Volumes – zoom on sales channel

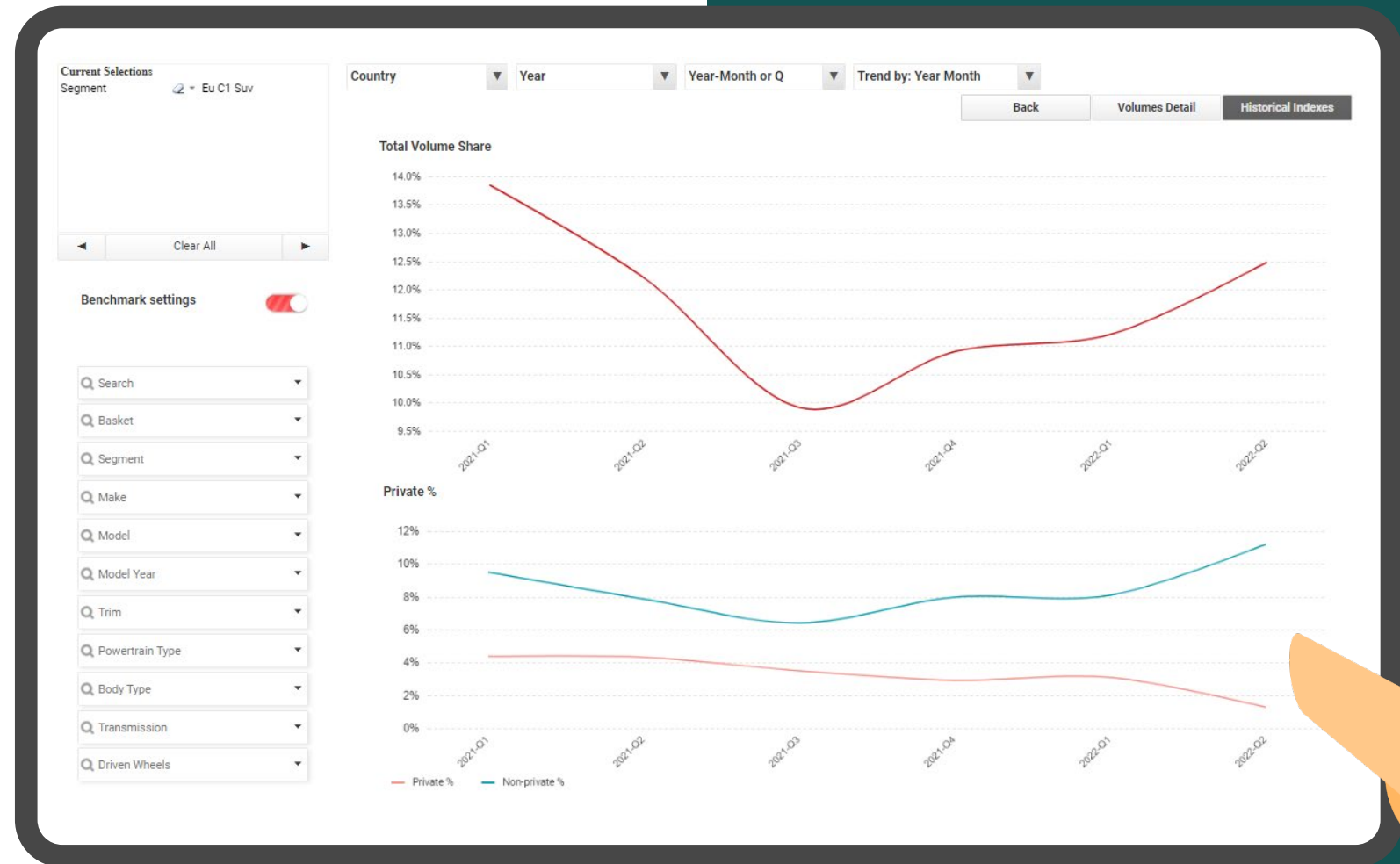
- **Private / Business**
Vs selection





Volumes - historical shares

- **Historical Benchmark indexes**
Vs selection





Incentives





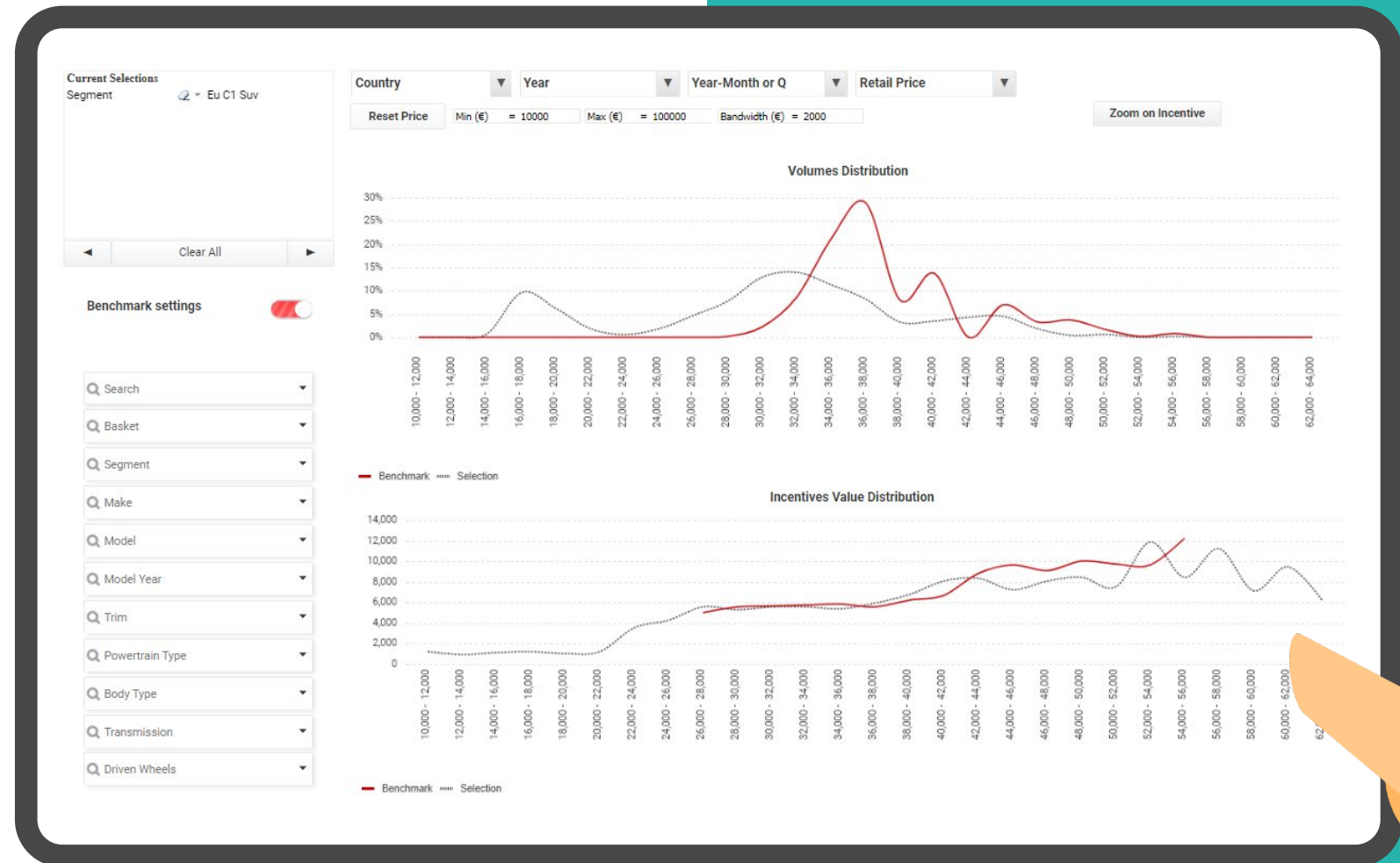
Dashboard





Incentives

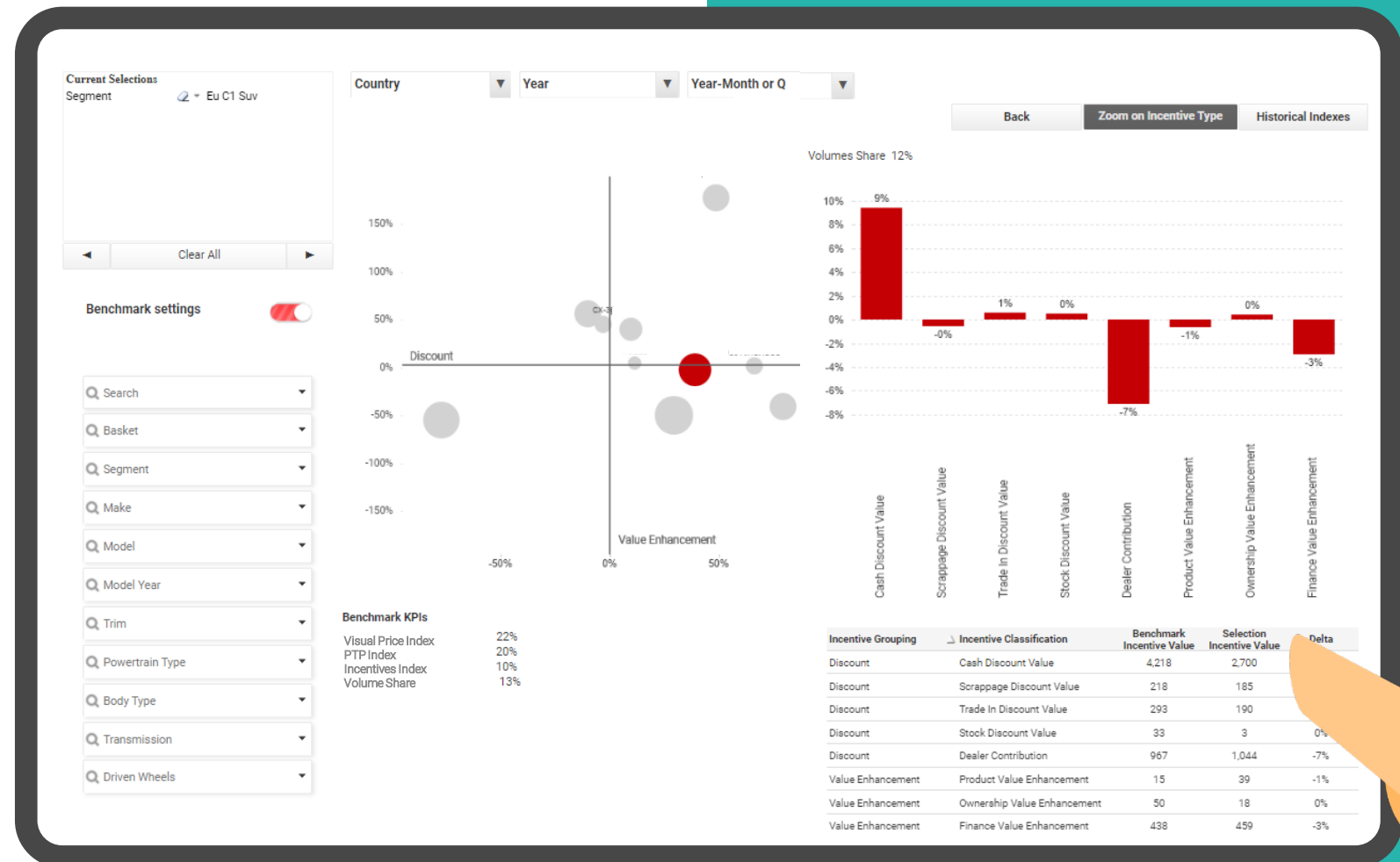
- **Selection pane**
to zoom on clusters
- **Price bands**
to zoom on budget
- **Incentives Value**
retail, total, take rated





Incentives – zoom on incentives type

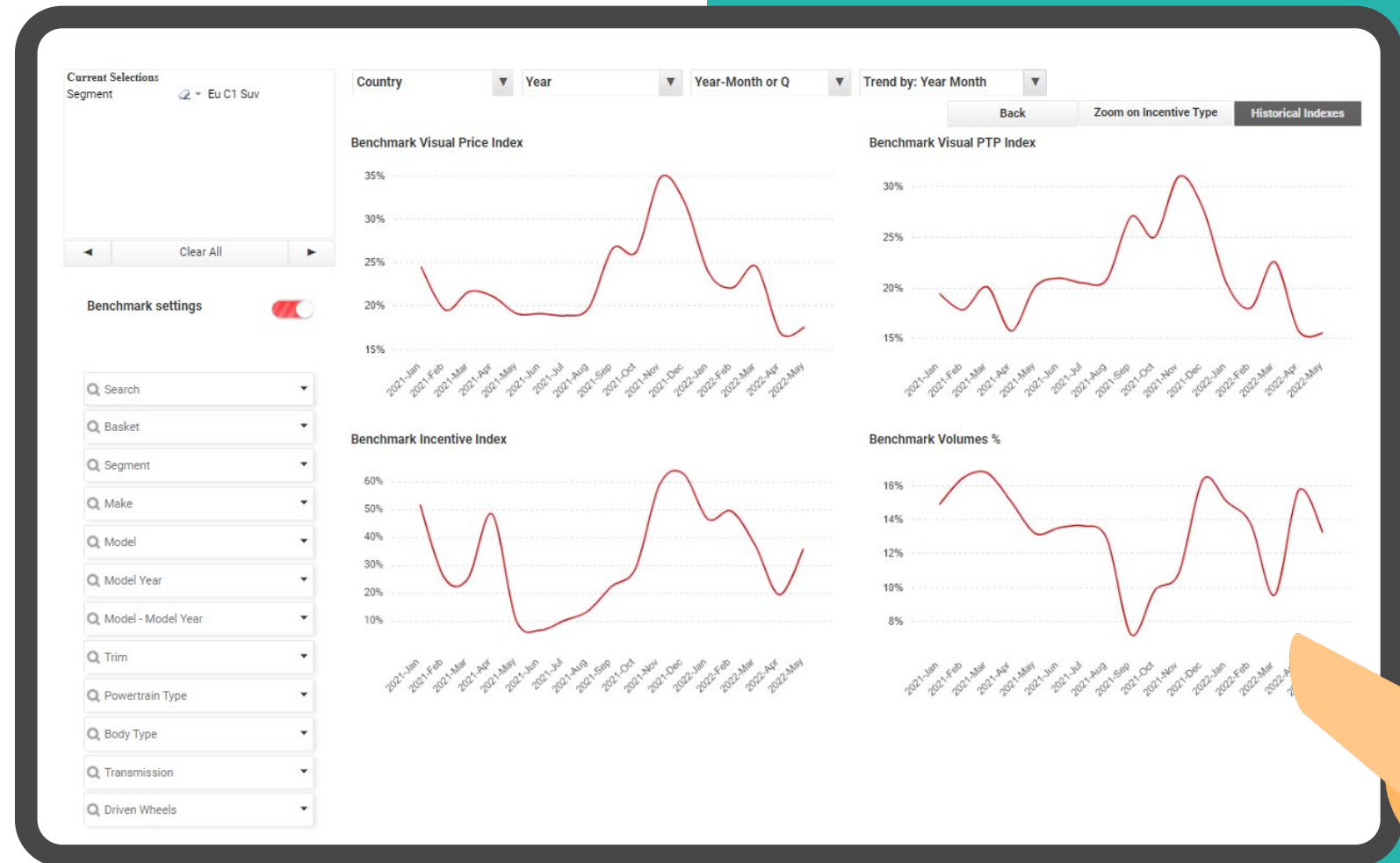
- **Selection pane**
to zoom on clusters
- **Price bands**
to zoom on budget
- **Incentives Value**
retail, total, take rated





Incentives – zoom on incentives type

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



Wrap up





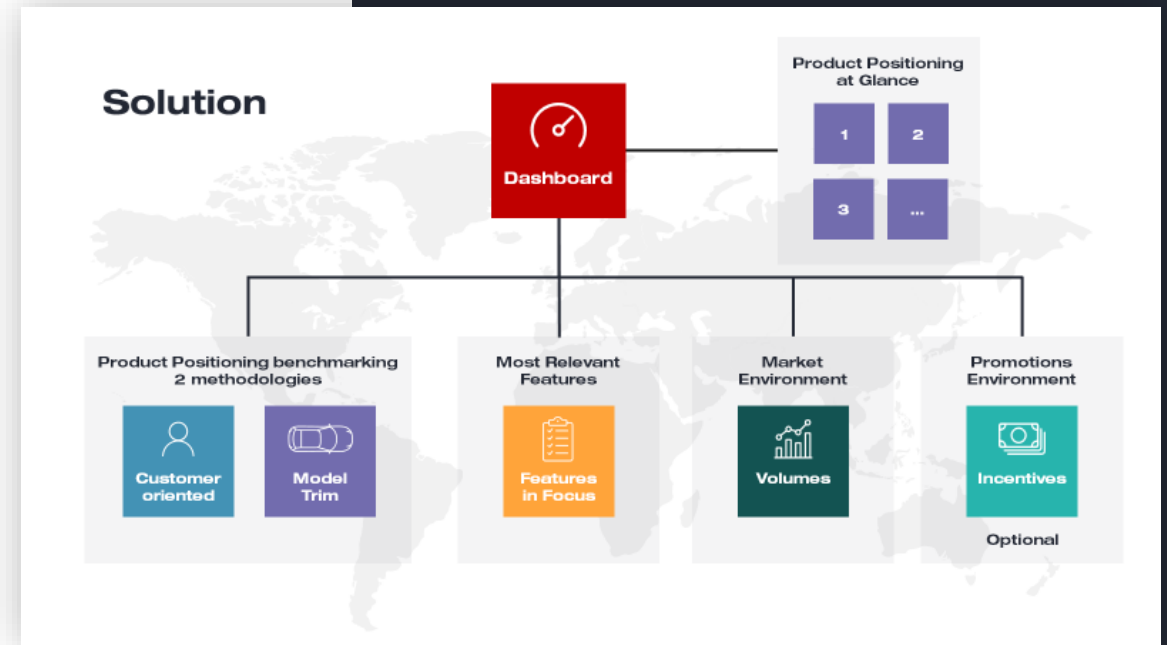
Making Complex Analysis, Simple

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**





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



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