

**VW ONLINE STORE AND CATALOG**  
POWERED BY SIMPLEPART, AN INFOMEDIA PRODUCT

# Welcome Packet



CLIENT SERVICES TEAM: (888) 843-0425  
SALES TEAM: 1 (888) 843-0425 (prompt 1)



**SimplePart**   
an INFOMEDIA product



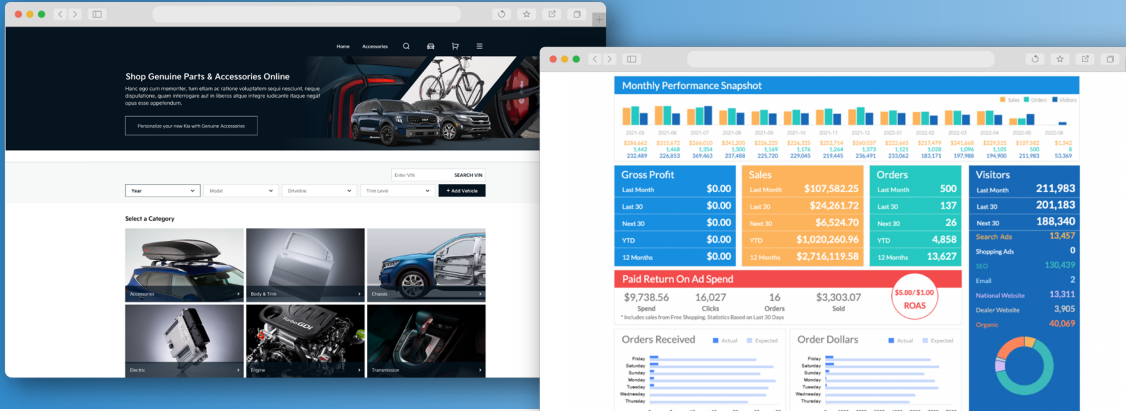


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# Welcome



On behalf of the entire Infomedia team, I'd like to take this opportunity to welcome you to the Infomedia eCommerce family as a new client and partner. We are thrilled to have you with us.

At Infomedia, we pride ourselves on tying our business success to the growth and success of our clients. This alignment keeps us focused on what's important: helping you navigate and prosper in the ever-changing parts and service and online aftersales landscape. We've put together these launch materials to guide you as you use the SimplePart product and its solutions.

The SimplePart eCommerce team has an uncompromising dedication to client success, innovation and turnkey solutions, which is why we power parts, accessories and service eCommerce programs for some of the world's most successful automotive OEMs and dealers.

The SimplePart eCommerce team does all the heavy lifting for you, from integrating PCI-compliant checkout security to creating premium, on-brand experiences. These solutions and people are aligned with helping you succeed, however you define success. We constantly evolve SimplePart to incorporate the best in user experience, design and eCommerce standards.

Most importantly, we take an active role in ensuring your online parts, accessories and service business stands on its own and generates real, bottom-line profit. Our experienced SimplePart team guides you with business strategy and execution to optimize every aspect of your eCommerce business.

No hidden catches, no tedious management and no long-term commitments. Just everything you need to sell genuine parts and accessories online, painlessly.

## David Farrell

Vice President of OEM Accounts, Infomedia Americas

dfarrell@ifmamericas.com

313-530-2464



# Meet the team

## IT'S MORE THAN JUST A PLATFORM

At Infomedia, our SimplePart teams work together to give you not just a virtual shop, but an all-inclusive solution to help your store succeed online.



### Client Services

Need help from issuing a refund to creating a coupon? Our English/French bilingual Client Services team is standing by to field your questions.



**Norma Gonzalez**  
Sr. Manager, Dealer Implementation & Support

For the past seven years, Norma has been a valued member of the SimplePart Support team. Before coming to Infomedia, she already had over two decades of Customer Service experience across various industries. When she's not helping dealers, she loves a good Netflix binge or book. She can also be found spoiling her two dogs.

☎ (404) 620-9764 ext. 117

✉ [ngonzalez@ifmamericas.com](mailto:ngonzalez@ifmamericas.com)



**Tyler Badger**  
Customer Service Manager

Tyler has been positively impacting the customer experience since 2018, serving in both customer (B2C) & client-facing (B2B) roles. Tyler first joined Infomedia in 2021 and has since held several roles, beginning on the SimplePart Support team and then joining the Account Management team as an Account Manager. Since 2024, he has served as the Customer Service Manager for the CSC team.

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# Meet the team




## Accounts

The Accounts team works with OEMs to ensure that major operations throughout the VW Parts & Accessories Online program are working as intended. They coordinate with VW USA on promotions, marketing and implementation of program features so that dealers can sell more parts online, easily.



**Dave Farrell**  
Vice President of Account Management at Infomedia

Dave joined the Infomedia Accounts team in 2018. He is responsible for supporting automotive manufacturers, dealerships, and partners with Infomedia's innovative technology solutions. With over two decades of experience in the automotive and tech industries, Dave has held diverse roles ranging from dealership service writer to small business owner. Outside of work, he enjoys music, travel, and spending quality time with his family.


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**Maximilian Brandenburgh**  
Account Manager

Max joined SimplePart in 2022 as part of the Account Management team. He has been in the automotive industry for the last 12 years, working for some of the most well-known brands in the industry, including Pirelli Tires, Genuine Parts Company and Mercedes-Benz. His experience covers marketing, programs, product launches and eCommerce. In his spare time, he loves vintage automobiles, motorcycles and spending time with his wife and three children.

 1 (678) 488-5507

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# Meet the team



## Accounts

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**Lashaun Diggs**  
Account Manager

Lashaun Diggs has been a valued member of SimplePart since 2017, bringing over 15 years of expertise in client success, training, and implementation. She thrives on fostering strong, trust-based relationships with clients, ensuring their success and maximizing the value of their partnership. Lashaun's passion for the automotive industry began in her youth, working summers in her mother's dealership parts department and assisting with inventory. Outside of work, she enjoys sharing her love of music through teaching and singing, while proudly supporting her daughter, a college freshman and talented tuba player performing on a global stage.

📞 703-310-8113

✉️ [ldiggs@ifmamericas.com](mailto:ldiggs@ifmamericas.com)



# Meet the team

## Sales



The Sales team works to ensure that both current and prospective SimplePart clients are educated on how the platform works; they'll also ensure that your store is using the best package to suit your needs.

For general sales inquiries on packages, pricing and other questions, contact [sales@simplepart.com](mailto:sales@simplepart.com). You can also [schedule a demo](#).




## Dealer Strategy

Navigating the world of eCommerce can be tricky. But with SimplePart Dealer Strategy, you can rest easy knowing that someone always has your back.



**Anthony Hardy**  
Senior Dealer Strategist

As a 30-year veteran of the Automotive Industry, Anthony is more than familiar with the ins-and-outs of working with OEMs and Dealers. He has experience in both Sales and Fixed-Ops, making him the perfect Strategist to help our Pro dealers exceed their goals and hit their targets, month after month. And his automotive expertise extends beyond just his career: Anthony also helps single mothers receive reliable automobiles through the charity Love-Land ministries.

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**Robert Miranda**  
Client Performance Associate

A veteran in the eCommerce and automotive industry with a career that spans two decades, Robert has worked with OEMs and major dealer groups as well as single rooftop dealers and independents. Having played an active role in the automotive digital revolution, he has many years of experience helping dealers achieve success and build their business across the areas of digital marketing, merchandising and eCommerce. In his spare time, Robert enjoys soccer, cooking and spending time with his family.

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# Meet the team



## Analytics

It's all about the bottom line, and our Analytics team is constantly crunching the numbers to inform your store's strategy and long term goals.

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## Marketing & Design

Whether you need an email campaign to advertise a promotion, or social media assets to generate interest in your store, Marketing and Design create eye-catching content to keep your store at the forefront of customers' minds.





# Success, proven

SimplePart puts your parts counter online, making it easier for customers to browse and shop for genuine parts and accessories.

With our expert teams providing customized support, eCommerce strategy, business consulting and marketing strategy, you'll have a full turnkey solution for your online parts business.

**When dealers partner with SimplePart, they see on average:**



"I've been working with SimplePart since 2016. They are quite easy to work with and have always guided me in the right direction. My online store is flourishing thanks to them!"

**Bryan Williams, Parts Manager**  
Volvo of Toronto

"We've been with SimplePart since 2017, and we've seen increased parts counter business coming from outside of our local area to shop our site. Overall, their solutions are much simpler to use compared to other options on the market."

**Brian Richtmyre, Parts Director**  
Kline Auto World

## Get started

Ready to transform your parts and accessories business without the hassle? Sign up for a free demo of the SimplePart platform to see just how easy we've made parts and accessories eCommerce.

[Take us for a spin](#)



# Implementation

This is what you can expect in your first 30 days.

Thank you for making the choice to use SimplePart as your eCommerce partner. Once your signed agreement has been processed, there is still a lot to accomplish before your online site is ready to sell parts and accessories. Once our Sales team passes your information on to our Client Services (CSC) team, one of our Dealer Implementation team members will contact you gather contact information.

## Provide contact details for the following departments

1



IT



Business Office



Accounts



Parts Management

## Inform your teams about the site implementation process

The SimplePart CSC team will be in regular communication with various departments at your dealership to help your site launch as smoothly as possible.



2

## Set up online payment accounts

To accept credit cards online, you must select and set up a payment gateway provider. SimplePart offers three different payment providers:

3

stripe\*

PayPal\*

Authorize.Net



\*SimplePart's preferred payment providers.

## Point your website address to your new online parts site

Our team will help you relay DNS pointing instructions from SimplePart Client Services to your IT or web hosting provider.



4

## Training Session and Site Launch

We will schedule an hour-long walkthrough and training session with your parts manager and anyone else who will be working with you on the new site. After you've completed the training, you'll be ready to go when your site is live!

5



## Contact us

If you need any assistance, check in with the SimplePart Client Services (CSC) team. We are here to help! Call us at (888) 843-0425 or email support@simplepart.com.

6



# Payment options

SimplePart offers options for receiving payments on your site. Deciding which one is right for your site ultimately depends on what's easiest and most important for you.

Your most important decision will be which payment gateway you use for your site. We'll briefly go over the features of each:

- ✓ - Available
- - Not Available

Provider name		stripe	PayPal	Authorize.Net <small>a CyberSource solution</small>	
Required sign up information	Payment gateway and merchant processor	✓	✓	Payment gateway only* <small>*Requires current merchant processor to set up eCommerce/ no-card present merchant account</small>	
Features	Setup process	EASY	MEDIUM	MEDIUM	
Cost	Business information	EIN (tax ID)	✓	✓	✓
	Banking information	Guarantor SSN	✓	✓	—
	Security	Guarantor DOB	✓	✓	—
	Payment	Business type	—	✓	✓
		Payment credit card	—	✓	✓
		Avg. Sales per month	✓	✓	✓
		Account number	✓	✓	✓
		Routing number	✓	✓	✓
		3DS verification	✓	—	—
		PCI-compliant	✓	✓	✓
		Fraud filters	Automatic	Automatic	Manual
		Currencies accepted	135	24	12
		Accepts PayPal	✓	✓	✓
		Setup fees	—	—	—
	Monthly fees	—	—	\$10 + \$0.10 per daily batch	
	Transaction fees	Variable (~2.9%+\$0.30/txn)	Variable (~2.9%+\$0.30/txn)	\$0.10/txn + Additional merchant processor fees (~2.9%+\$0.30/txn)	

Note: All currency listed is USD and is subject to change.



# Choosing payment options

In addition to PayPal, Authorize.net and Stripe, you may also add BNPL (Buy Now Pay Later) options like Affirm and Sunbit and digital wallet options like Apple Pay and Google Pay. The more payment options you have for your customers, the higher the chance you'll convert a sale.

✓ - Available  
— - Not Available

Option type	Digital wallet		BNPL	
Payment option				
Captures a growing portion of the market	✓	✓	✓	✓
Easy integration	✓	✓	✓	✓
Secure checkout and fraud protection	✓	✓	✓	✓
No extra fees required	✓	✓	✓	✓
Digital wallet option	✓	✓	—	—
BNPL option	—	—	✓	✓
Integrates with Stripe	✓	✓	—	—
Customer info automatically ready at checkout	✓	✓	—	—
20% repeat purchase rate	—	—	✓	✓

Your Client Services team member will help answer any questions your business manager may have regarding the payment gateway options so they can make an informed decision based upon your customer base and business goals. Once payment gateway options have been selected, a member of our Client Services team will send the proper application or application instructions to get your payment gateway account created.





# Coordinating with your business office

Once the payment information is set up, your Client Services team member will send you instructions on how to retrieve identifying account information to successfully integrate with our system. If needed, they are available to do a screenshare with your billing office to guide them through the process. Doing this streamlines the process and makes sure everything is put in correctly for your site.

Of course, different payment gateways require different pieces of information from your business office. Our **Client Services team** will guide them through this to make sure everything is set up properly for your payment gateway account.

**Note for dealers on Base2 packages and above:** SimplePart requires you to also provide credit card information if you're on packages with Search Engine Marketing (like Base2 and Advanced). This is solely to cover the costs of the targeted Search Engine Marketing your business gets as a part of its package.

If you need any assistance, check in with the SimplePart Client Services (CSC) team. We are here to help! Call us at (888) 843-0425 or email [support@simplepart.com](mailto:support@simplepart.com).



# Our Solutions

Find the right package that suits your unique eCommerce business goals.

		<b>Base1</b> Claim your corner of the market with your branded parts and accessories website and reach new customers online.	<b>Base2</b> Expand your market to new local customers and make the most of your website with online advertising.	<b>Advanced</b> Jumpstart your online store with broader advertising, expert strategy and consulting.
✓ - Available — - Not Available				
<b>eCommerce site</b>	Up-to-date full catalog of VW parts, accessories and DriverGear	✓	✓	✓
	Brand-compliant, WCAG-compliant website	✓	✓	✓
	Search engine optimized site	✓	✓	✓
	Product page inventory availability messaging	✓	✓	✓
	Compliant, secure eCommerce (PCI-certified)	✓	✓	✓
<b>SimplePart Control Panel &amp; resources</b>	300+ real-time reports and order fulfillment dashboard and more	✓	✓	✓
	Trilingual in-house support and training (English, Spanish, and French)	✓	✓	✓
	Knowledge base articles and videos	✓	✓	✓
<b>Digital Advertising</b>	Additional traffic from national parts online stores <a href="https://parts.vw.com/">https://parts.vw.com/</a>	✓	✓	✓
	Local search engine marketing	—	✓	✓
	Local & regional search engine marketing	—	—	✓
	Google & Bing Shopping and text ads	—	✓	✓
	Reseller Ratings service integration	—	—	✓
<b>Dealer Strategy</b>	Search engine optimization (head terms)	—	—	✓
	Performance and strategy coaching (\$450)	—	✓	✓
	Additional regular performance and strategy coaching	—	—	✓
<b>Package Pricing</b>	Monthly packages make it easy for you to upgrade as your business grows.	<b>\$100 / month</b> No setup fee	<b>\$375 / month</b> No setup fee + minimum \$500/month ad spend + 15% of ad spend (agency fee)	<b>\$750 / month</b> \$750 one-time setup fee + minimum \$750/month ad spend 15% of ad spend (agency fee)

## PRO

For qualified dealers only, this package pairs our proven methods and aggressive strategy with your commitment and resources so you can maximize your profits. With no long-term obligation and access to our full suite of services, the PRO package offers unparalleled eCommerce performance and features:

- Custom search engine optimization strategy
- Data-driven business performance consulting sessions with our industry experts
- National Search Engine Marketing



# Base1 package

Extend your parts and accessories business and reach new customers online.

The Base package will help you claim your share of the market. This package provides dealers with comprehensive solutions that establish their eCommerce presence with:



National site listing



EPC-driven parts catalog



Real-time reporting

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**\$100/month**

No setup fee



# Base2 package

Drive more traffic to your site with optimized organic and paid search engine marketing.

Base package features, plus harness the power of paid advertising to extend your local reach.



**Google & Bing shopping and text ads**



**Performance strategy coaching during Implementation**



**Local search engine marketing**

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**\$375/month**

No setup fee

+ \$500/month minimum SEM spend

+ 15% SEM agency fee





# Advanced package

Jumpstart your online store with expanded advertising, expert strategy and consulting.

Receive everything the Base2 package offers and more:



**Business performance consulting services**



**Local and regional search engine marketing**



**Custom search engine optimization**

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**\$750/month**

\$750 one-time setup fee

+ \$750/month minimum SEM spend

+ 15% SEM agency fee



# Optional Features

These features help you customize your eCommerce success based on your unique business needs.

## Performance Coaching

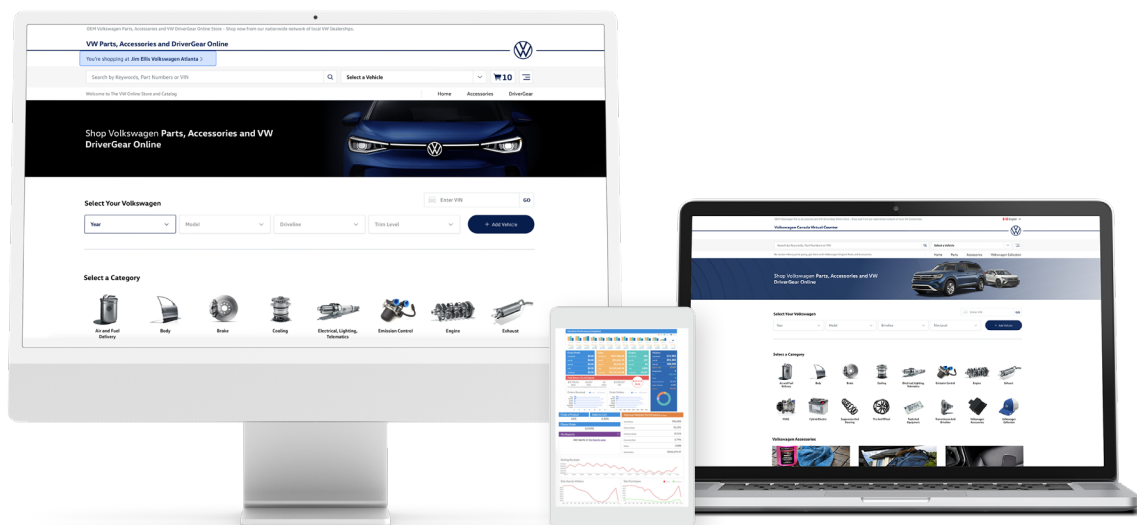
What sets SimplePart Dealer Strategists apart is their ability to identify which key factors will best improve the growth of your business. Using market research, our strategists can analyze your portfolio to identify competitive adjustment areas. With these suggestions, you'll be able to make the best decisions for your business and find success in a long-term sustainable way.

## The Wholesale Module

The Wholesale Module is an optional add-on for dealer eCommerce sites that provides real-time, discounted pricing for specific customers. It offers many useful features to manage and track your wholesale business.

## The Product Questions Module

This feature allows you to reach customers at key points in the purchasing process. Customers can submit product questions via the Product Page and you can provide responses via the Control Panel. Providing customers with detailed product information can help reduce cancellations.





# Contact us

**If you need any assistance, check in with the SimplePart Client Services (CSC) team. We are here to help!**

 1 (888) 843-0425

 [support@simplepart.com](mailto:support@simplepart.com)

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Sales Team: 1 (888) 843-0425 (prompt 1)