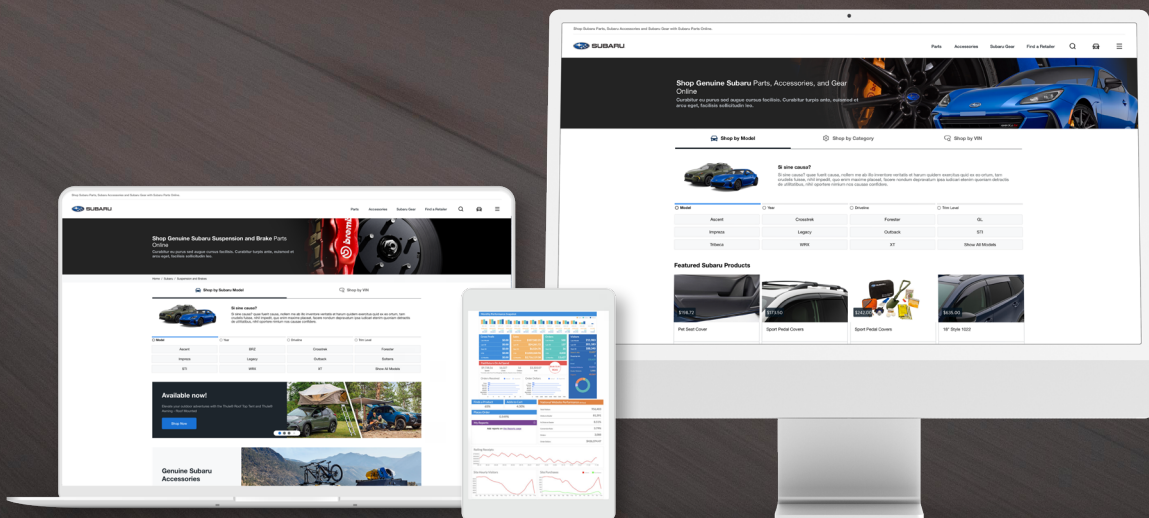


POWERED BY SIMPLEPART, AN INFOMEDIA PRODUCT

# 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 turn-key solutions, which is why we power parts, accessories and service eCommerce programs for some of the world's most successful automotive OEMs and retailers.

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](mailto:dfarrell@ifmamericas.com)

(313) 530-2464

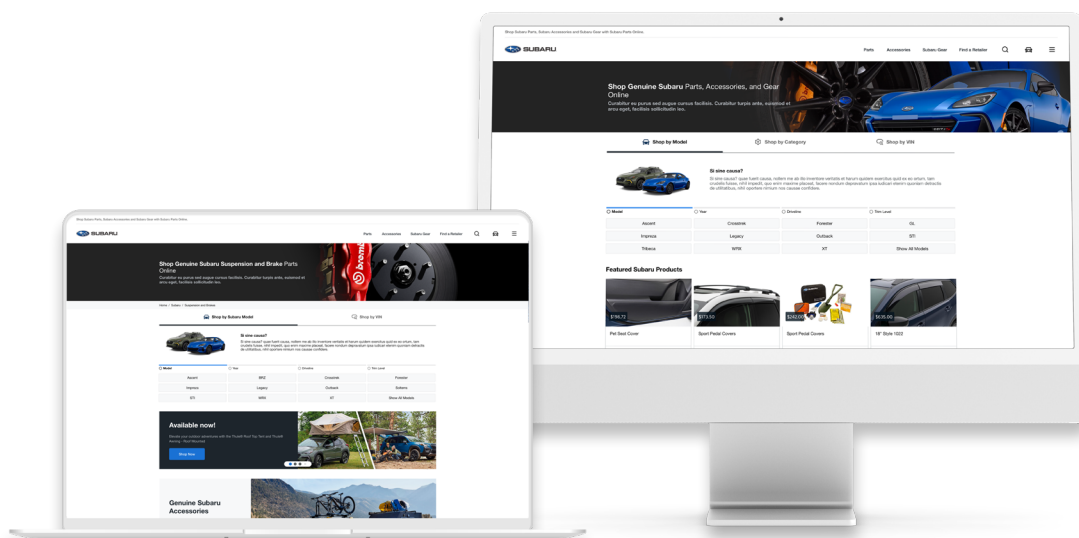
# SimplePart in partnership with Subaru USA

In the OEM parts eCommerce game, you want someone in your corner to have experience. SimplePart's team is composed of subject matter experts in key areas of the industry, including cataloging, platform development, business analytics, search engine marketing, digital marketing and design.

Our teams are continuously offering new integrations and features to ensure our state-of-the-art solution moves forward to help meet and exceed your objectives. We've designed the parts-buying process with simplicity in mind, making it easy for retailers to focus on their business while Subaru owners can find the products they need.

## SimplePart's platform provides:

- A comprehensive, user-friendly OEM-driven catalog of parts and accessories
- Advanced SEO-ready site structure, proven to increase sales
- Best-in-class credit card security features
- In-house support
- Brand-compliant site designs for a consistent customer experience
- Referral traffic and sales driven from the national parts site
- Timely catalog updates with pricing, product information and product images
- Advanced promotional and remarketing tools





# 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.




### Support

Need assistance with anything 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 out retailers, she loves a good Netflix binge or a good 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 — beginning on the SimplePart Support team before joining the Account Management team in 2023 and returning to the CSC team in 2024.

 (888) 843-0425 ext. 163

 [tbadger@ifmamericas.com](mailto:tbadger@ifmamericas.com)

# Meet the Team (cont.)




## Accounts

The Accounts team works with OEMs to ensure that major operations throughout the Subaru Parts & Accessories Online program are working as intended. They coordinate with Subaru USA on promotions, marketing and implementation of program features so that retailers 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.


 (313) 530-2464

 [dfarrell@ifmamericas.com](mailto:dfarrell@ifmamericas.com)

### Mason Green

#### Account Manager

Mason joined SimplePart in 2021, after graduating from the University of Georgia with a degree in Business Information Systems. Mason services two of SimplePart's largest OEM partners. His attention to detail and ability to build relationships have proven valuable as he leads the efforts to support our clients. When not working, Mason enjoys spending time on the lake with his new wife and friends from college.

 (404) 620-9764 ext 160

 [mgreen@ifmamericas.com](mailto:mgreen@ifmamericas.com)



## 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@ifmamericas.com](mailto:sales@ifmamericas.com). You can also schedule a demo or call (404) 620-9764.

**Take us for a spin**

# Meet the Team




## Retailer Strategy

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

### Anthony Hardy

#### Senior Retailer 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 retailers. He has experience in both sales and fixed-ops, making him the perfect strategist to help our retailers 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.


 (404) 620-9764 ext.124

 [ahardy@ifmamericas.com](mailto:ahardy@ifmamericas.com)

### Parker Rhodes

#### Client Performance Associate

Parker has been with SimplePart since early 2020, working with our manufacturer and retailer client teams to deliver optimal results. In addition to his analytical skills, Parker brings an investigative and service-oriented mindset from years in the auto insurance industry. He is a self-professed sports stats geek and a lifelong hockey fan.

 (404) 620-9764 ext.138

 [prhodes@ifmamericas.com](mailto:prhodes@ifmamericas.com)



## 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.



## Marketing & Design

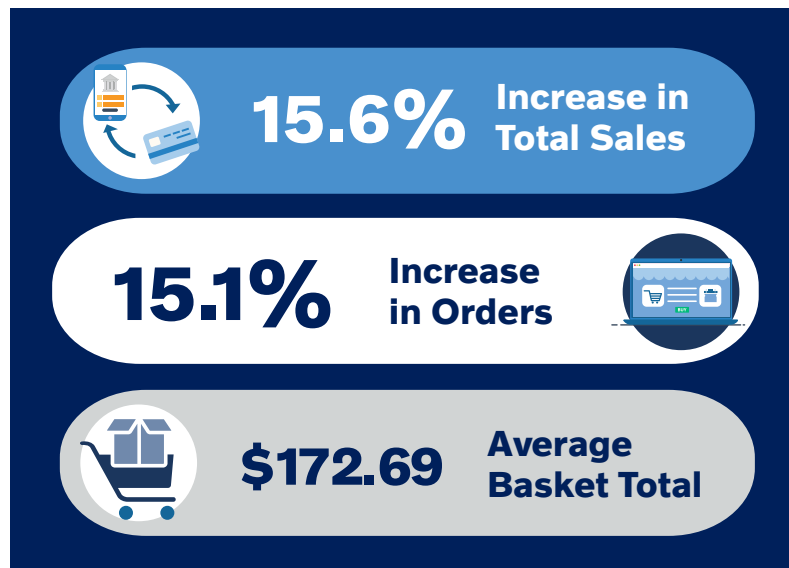
Whether you need an email campaign to advertise a promotion, or social media assets to generate interest in your store, Marketing and Design create eye-catching content to keep your store at the forefront of customers' minds.

# 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 retailers partner with SimplePart, they see on average:**



“For the last 10 years, SimplePart has been instrumental in helping us achieve our business goals and exceed the manufacturer’s expectations. With guidance from Senior Dealer Strategist Anthony Hardy, we have realized steady growth and profitability. We are where we are today because of hard work, focused team members, a great customer base, and the support of partners like SimplePart.”

**Bruce Smith, Parts Manager**  
West Houston Subaru

“Sport Subaru automotive dealership in Orlando, Florida, utilizes SimplePart, and we’re very happy with this SaaS! The experience is user-friendly, and the capabilities are robust, helping us more efficiently and accurately operate the parts and service departments and sell Subaru parts, accessories and gear online.”

**John Scott, Fixed Operations Director**  
Sport Subaru

“We’ve had tremendous success with the SimplePart platform. It has streamlined our online sales process and significantly expanded our market reach. The communication tools have proven invaluable, allowing us to effortlessly keep customers updated on their order status from receipt through shipment or pickup. I would also like to recognize my Client Performance Analyst, Nathan, and my Account Manager, Mason, for their instrumental role in this success. Their support and guidance have been exceptional. I’m excited to see how much further we can grow our parts internet sales business in the future!”

**Judy Williams, Parts Manager,**  
Beyer Subaru of Alexandria



# 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.



# Choosing 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 <sup>*</sup> <small>*Preferred payment provider</small>	PayPal	Authorize.Net <sup>†</sup> <small>a CyberSource solution</small>
Required sign up information	Payment gateway and merchant processor	✓	✓	Payment gateway only* *Requires current merchant processor to set up eCommerce/ no-card present merchant account
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	✓	✓
	Fees	Fraud filters	Automatic	Automatic
		Currencies accepted	135	24
		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 options you have for your customers, the higher the chance you'll convert a sale.

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.

- ✓ - Available
- - Not Available

# 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 **CSC team** will guide them through this to make sure everything is set up properly for your payment gateway account.
















































Note for retailers on Base Plus packages and above: SimplePart requires you to also provide credit card information if you're on packages with Search Engine Marketing (like Base Plus 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 CSC team. We are here to help!  
Call us at (888) 843-0425 or email [support@simplepart.com](mailto:support@simplepart.com).



# Our Solutions

Our solutions grow with your business. We offer right-fit packages to suit your needs and meet your business goals, now and in the future. Our solutions give you the flexibility to upgrade and downgrade as your business goals change.

 - Available  - Not Available		Base	Base+	Advanced
eCommerce site	Up-to-date full catalog of Subaru parts, accessories gear			
	Subaru Ad Fund and brand compliant			
	Search engine optimized site			
	Compliant, secure eCommerce (PCI-certified)			
SimplePart Control Panel & resources	300+ real-time reports and order fulfillment dashboard and more			
	Trilingual in-house support and training			
	Knowledge base articles and videos			
Digital Advertising	Additional traffic from national parts online stores parts.subaru.com			
	Local search engine marketing			
	Local & regional search engine marketing			
	Google & Bing Shopping and text ads			
	Reseller Ratings service integration			
	Search engine optimization (head terms)			
Retailer Strategy	Performance and strategy coaching (\$450)			
	Additional regular performance and strategy coaching			
Package Pricing	Monthly packages make it easy for you to upgrade as your business grows.	<b>\$225 / month</b> No setup fee No minimum SEM spend No agency	<b>\$450 / month</b> \$0 setup fee \$500 minimum SEM spend 15% SEM agency fee included	<b>\$700 / month</b> \$300 one-time setup fee \$1,000 minimum SEM spend 15% SEM agency fee included

## PRO

For qualified retailers 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

# Base Package

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

Looking to add an online presence for parts and accessories to your retailer? You can start out pricing your parts and accessories at or around MSRP. Keep in mind this will generate less orders, but your resource commitment will be minimal. It's a great choice for retailers who want to get their foot in the eCommerce door.



## OEM Parts & Accessories Catalog

An up-to-date, searchable online catalog



## Brand Compliant Website

In-line with corporate identity specifications, user-friendly and mobile-optimized



## Web-Based Control Panel

300+ real-time reports give you insight to performance



## Secure eCommerce

Includes fraud protection tools and SSL-secure checkout

## Subaru Ad Fund Eligibility

**\$225/month**

No setup fee

No minimum SEM spend

No agency

# Base Plus

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.



## OEM Parts & Accessories Catalog

An up-to-date, searchable online catalog



## Brand Compliant Website

In-line with corporate identity specifications, user-friendly and mobile-optimized



## Web-Based Control Panel

300+ real-time reports give you insight to performance



## Secure eCommerce

Includes fraud protection tools and SSL-secure checkout



## Retailer Strategy Session During Launch

Data-backed coaching session tailored for your unique business goals



## Local Search Engine Marketing

Managed advertising in Google and Bing searches

## Subaru Ad Fund Eligibility

**\$450/month**

\$0 setup fee

\$500 minimum SEM spend

15% SEM agency fee included

# Advanced

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

Receive everything the Base Plus package offers and more:



## OEM Parts & Accessories Catalog

An up-to-date, searchable online catalog



## Brand Compliant Website

In-line with corporate identity specifications, user-friendly and mobile-optimized



## Web-Based Control Panel

300+ real-time reports give you insight to performance



## Secure eCommerce

Includes fraud protection tools and SSL-secure checkout



## Local and Regional Search Engine Marketing

Managed advertising in Google and Bing searches



## Search Engine Optimization

Comprehensive search strategy and position for search engine result pages

## Subaru Ad Fund Eligibility

**\$700/month**

\$300 one-time setup fee

\$1,000 minimum SEM spend

15% SEM agency fee included



# Optional Features

## Performance Coaching

What sets SimplePart Retailer 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.

**\$450/engagement**

## The Wholesale Module

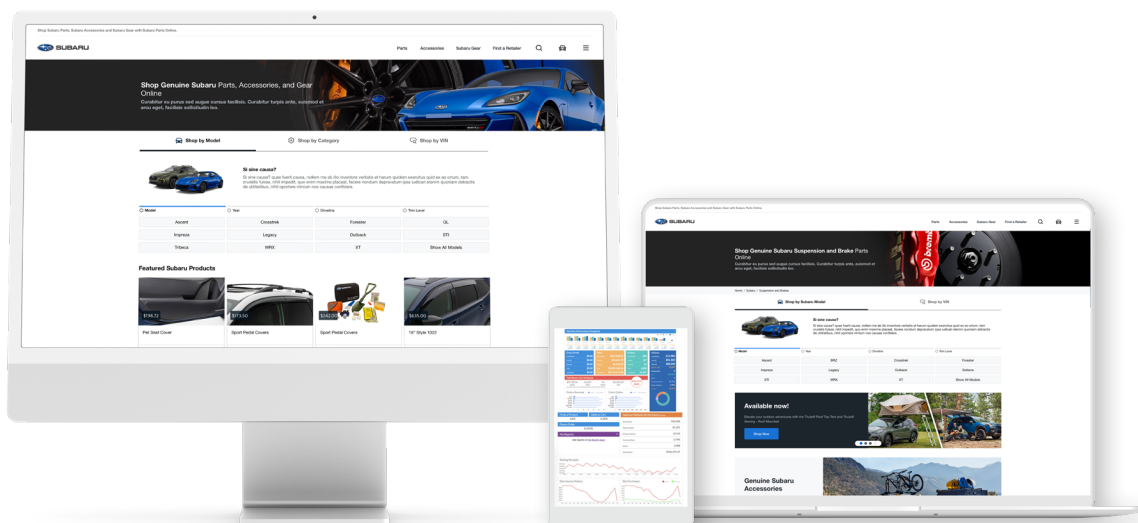
The Wholesale Module is an optional add-on for retailer eCommerce sites that provides real-time, discounted pricing for specific customers. It offers many useful features to manage and track your wholesale business.

**\$50/month**

## 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.

**\$25/month**




# Need More Help?

Once again, we want to formally welcome you to the Infomedia family as a new client and partner! We look forward to being your eCommerce partner and helping you grow in a long-term, sustainable way. The SimplePart team is dedicated to making sure your business succeeds. So if you have any questions or concerns, we've got the right team of experts to help you out.


## Contact Information:

**For site or setup questions, contact our Client Services Team:**

 (888) 843-0425

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

**For detailed package and program information, or to schedule a demo, contact our Sales Team:**

 1 (888) 843-0425 (prompt 1)

 [sales@ifmamericas.com](mailto:sales@ifmamericas.com)

**View our website:**

 [simplepart.com](http://simplepart.com)



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



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