



retail

EUROPEAN AMBITIONS EUROSTOCKS TAKE SHAPE

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EuroStocks wants to be the place to find vehicles, parts, accessories, tires and wheel sets at home and abroad. The number of partners and customers has grown rapidly in recent years. In order to realize further growth, it is moving the .nl website to the worldwide .com domain. That requires a lot from the underlying technology.

To appreciate that, first a little history lesson. It has been 15 years since Exportwagen.eu saw the light of day. This platform aims to help car companies exploit the lucrative export market. The knife cuts both ways: more candidates for the same used stock and therefore better prices. By centralizing it, customers gain access to many additional markets at the proverbial push of a mouse button. The growth that Exportwagen.eu is experiencing makes us want more and in 2010 a second portal will be created, specifically for car parts: Web Store for Cars.

Five years ago, the decision was made to provide both labels with one and the same technical basis: a shared platform. Founder Rolf Westgeest looks back on that process: "We have long believed that two separate websites, each with its own base and target group, was the best way forward. Ashit Shah (current CEO AutoFacets, ed.) already tried to convince us of the opposite in 2015. We were convinced that we were on the right track and ignored the advice, only to see the wisdom of it two years later. That shows the value of a good partner in my eyes. Not talking with you, but wanting to give the best advice. Even if you don't want to hear that at the time."

From 2 to 1

At that moment, such a decision means a significant investment because in fact you largely start over again. "In retrospect you think: if only we had done it sooner. We have so many links with external parties that it quickly pays off not to have to build it twice, but only once. And to subsequently keep the entire platform with all internal and external links up to date, do not underestimate the impact of this." AutoFacets has successfully implemented integrations with over 25 leading automotive OEMs and with both global and regional remarketing portals in Europe such as mobile.de, Marktplaats.nl, 2dehands.be and EuroStocks.com. Partly on the basis of this, AutoFacets and EuroStocks have recently agreed to extend the long-standing collaboration for another five years.

AutoFacets has been a trusted digital transformation partner of EuroStocks for over 15 years. As a leading technology provider to the automotive community, AutoFacets delivers digital transformation at pace and scale.

AutoFacets has designed the EuroStocks platform from the ground up with capabilities to manage large amounts of data, for complex third party integrations, with a scalable software architecture, high performance and optimal SEO. One of the strengths of the new platform is the ability to tie it to different partners via so-called APIs. The platform already linked with Marktplaats.nl, Mobile.de and 2dehands.be, important target groups for the affiliated companies, but also with a party such as Hexon that facilitates the automatic receipt and forwarding of advertisements to more than 250 other portals. EuroStocks.com wants to grow further in Europe in the coming years. And thus linking with many more parties, not only by sending advertisements, but also to receive advertising data.

And that takes a lot of effort, admits Vice President Technology at AutoFacets, Sandip Maniar. "The growth that is coming at us from different directions is exponential. On the one hand, there are the data sources, while the number of affiliated contract partners is also growing rapidly. So scalability is crucial for a platform like this. This is where we distinguish ourselves, because stability is crucial for a business-to-business environment. Customers earn their living with it, so any malfunction must be prevented."

Fortunately, Autofacets has a lot of experience with automotive software, ranging from DMS connections from Keyloop, IFS, Incadea, Movec, Fordonsdata, etc; data links with almost all OEMs up to and including the building and further development of B2B E-commerce platforms from parties such as LKQ, iGarage, Louwman, ALD and many others.

Automotive Ecommerce

After all these years working together, both Autofacets and EuroStocks.com feel as if Automotive E-commerce is still in its infancy. While, for example, the online B2B sale of new car parts has become a multi-billion dollar business worldwide. The difficulty continues to make choices that you let the hours and the Autofacets IT specialists work on. For example, maintenance, safety and performance of the platform is always necessary. And you want to further develop the right tools for buyers and sellers every quarter. As a result, the online offer, visitors and turnover continue to grow.

As a car company, you cannot achieve this all on your own. Car companies roughly have two options: set up something themselves or link up with an existing one. "We offer the best of both worlds," says Westgeest. "Doing it yourself means that you also have to take care of all updates and I'm not just talking about design or introducing new features. No, precisely the security-critical updates that always take place in between. Or the update to keep links working on all systems. Whether it concerns a PC user or a mobile user with his iPhone or Android device. By not doing everything yourself as a car company, but by engaging a skilled supplier, you can concentrate on doing business and earning money again. Because we can spread the costs of continuous development over a wide customer base, the costs for the user remain low. It is – in time and money – not in proportion to wanting to set up something yourself."

Law of Big Numbers: Optimal Scalability AutoFacets

has designed an advanced and fully automated ad lifecycle to publish dealers' inventory across the various remarketing platforms. This advanced solution allows dealers to configure rules for their remarketing advertising requirements. More than 200,000 ads are actively managed by AutoFacets' solution on leading European remarketing platforms.

With the advanced technical design of the new dealer onboarding process, EuroStocks can easily onboard new dealers and start their new e-commerce webshop within hours. More than 725 dynamically generated webshops are fully functional and receive orders on a regular basis.

In terms of performance, EuroStocks partners can create or submit a new vehicle or product in less than a second via EuroStocks API. More than 150,000 vehicle and product advertisements are created each month through EuroStock's partners.

AutoFacets built the CDN solution for EuroStocks, more than 1.5 million images are processed every 20 days with this solution.

AutoFacets has developed the EuroStocks SaaS Platform with a small team of four people and continues to add more capabilities with scrum and incremental development.

With AutoFacet's technical design, the EuroStocks platform is now able to add unlimited new remarketing channels and can grow exponentially around remarketing services.

Image above: The combination of car range and parts, all billable online within Europe, from exclusively professional companies: that is the core of the internationally growing Eurostocks platform.