



Marine Association for Technology Exchange Standards
An Unincorporated Association Affiliated with the NMMA

Strategic Plan December 1, 2005

Imagine a marine industry where...yesterday morning, the Supreme Marine dealership ordered a new 18 ft. runabout from Quality Builders, Inc. This morning, the boat shipped from the plant to the dealership. The dealer's management system (DMS) was automatically updated with details of the boat and shipping status. In a matter of minutes, upon notification that the boat had been shipped, the boat was automatically listed on multiple website listings. Some time later, John Q. Public went online searching for a new 18 ft. runabout, viewed the website listing and requested a quote from the dealership. This request for a quote automatically posted an entry to the dealership's CRM platform, which in turn, automatically created a record of the prospect and Quote request in the DMS. This evening, when John arrived at the dealership to buy the boat, the Sales Manager from Supreme Marine easily converted the quote into a Sales Contract and easily printed the necessary financial, disclosure and registration documents. When the sale closed an hour later, the DMS updated the CRM system converting the prospect to a customer, updated the lead status and notified Quality Builders and the engine manufacturer with the requisite registration information to begin warranty coverage. All of this happened with a minimum reliance on paper, manual effort or data entry into multiple systems.

In this world, business transactions are communicated between boat, motor and trailer manufacturers (OEMs), suppliers, Dealer Management Systems (DMS), aftermarket distributors and other business partners of all sizes, seamlessly and in real-time. In this world - boats, motors, trailers, accessories, parts and other products would be ordered, listed, inventoried, sold, registered, tracked, warrantied and accounted for with ease. In this world, we would enjoy substantially increased capacity which would be focused on conceiving, building and selling new and innovative products, improving the customer experience and increasing profits.

Today, MATES is leading the way towards an industry specification to establish standardized business transaction communications for the marine industry. Far from imagination, these efforts are building on successful efforts that have been underway for years in the automotive and powersports industries. With active marine industry participation in MATES, this imagined world will soon become a reality.

NMMA Mission

NMMA is dedicated to creating, promoting and protecting an environment where our members can achieve financial success through excellence in manufacturing, in selling and in servicing their customers.

In pursuit of this mission, NMMA dedicates resources to:

- Public Policy Advocacy
- Promotion of Boating

- Quality Assurance
- Research and Statistics
- Communications

MATES Vision

Do more business by making it simpler to transact business!

(Simpler includes cheaper, faster, more efficient, and without communication barriers)

MATES Mission

To catalyze and unite the marine industry in developing, implementing, and supporting a common set of communication and data exchange standards.

MATES wants to create an environment where people and companies in the industry can focus on value added activity and spend more time making and selling product without dealing with all the paperwork complexity we deal with today due to inefficient communication among business partners by creating a STAR compliant, standard, open platform for transacting business among all business partners in the marine industry using their legacy systems.

Who Benefits

Boat Manufacturers
 Engine Manufacturers
 Parts and Accessory Manufacturers
 Software Solution Providers
 Marinas
 And, ultimately, boating consumers!

Dealers
 Distributors
 Financial Service Providers
 Internet Solution Providers
 Any supplier to the marine industry

One of the themes in our Discover Boating advertising campaign is, “Don’t just do what you have to do, do what you want to do.”

A successful MATES standardization program will allow dealers, and manufacturers to do what they want to do (make and sell product) and not what they have to do (inefficient paperwork processes).

Current Industry Situation

- No standards
- Time, effort and money are being spent creating similar processes that contain common information
- One-off development projects for a Dealer Service Provider and other Software Providers to connect an OEM and dealer or aftermarket distributor or other business partners
- Dealer re-enters data on multiple systems (inefficient, inaccurate, untimely)
- Multi-line dealers, and suppliers must work with many different systems
- Multiple interfaces or systems required to complete a single transaction
- Additional work and time drive dealer costs, increase non-value adding staff and increase training needs resulting in lost opportunities
- Software Service Providers (SSP) must manage business rules for each OEM/Distributor/Supplier
- Connectivity projects get postponed due to lack of SSP and business partner resources

Benefits of a Standards Approach

- Direct, real time communication with business partners
- Directed IT planning – reduced development costs
- Owned by the industry – no one between business partners
- Best of breed solution resulting from a collaborative effort
- Non-intrusive and allows each participant to maintain their existing business processes
- Reduces training needs and support costs for dealers and other business partners
- Enhanced value of DMS products
 - Minimize double entry of data and resultant errors and lack of timeliness
 - Standard methods of pre-processing OEM/Dealer/Supplier business rules
- Standardize on fewer formats to support – increased resources for product development
- Immediate real time feedback on transaction status and problems
- Easier to add new transaction interfaces
- Develop an interface for one compliant software program and it works for all

NMMA Role:

Insure Industry Ownership, Neutrality and Level Playing Field

Coordinate Industry Efforts

Administer MATES organization and activities

Facilitate industry consensus

Educate the industry on the value proposition and process

This supports NMMA mission to create, promote and protect an environment where our members can achieve financial success and specifically supports NMMA efforts to:

- Create mutual efficiencies in the supply chain (AMD)
- Grow Boating by improving the Customer Experience
- Develop more timely and accurate retail sales statistics

STAR and MIC PSP

STAR = Standards for Technology in Automotive Retail

MIC PSP = Motorcycle Industry Council Powersports Standards Protocol

STAR

- 10 Years Strong
- XML Data Standards
 - 62 messaging standards
 - support 24 applications
- Seamless Communications for ALL Stakeholders
 - information to customers quicker
 - reduced complexity of IT environment
 - rewarding investments
- A Model for Powersports and Marine
- Existing and Proven Standards that are being used
- Infrastructure to support the standards work
- Dedicated technical staff and business resources
- Can be adapted for Marine Industry Use

MIC PSP

- Access to actual implementation of standards important to the marine industry
- Good model for marine, more like the marine industry than auto
- More crossover between marine and powersports industries
- Control group has been testing for months and first implementation is due in January, 2006
- Developed web service which debuts in January, 2006
- Ability for marine industry to license their efforts and not have to re-invent the wheel

Working with STAR and MIC allows the marine industry to achieve its goals more quickly and less expensively by building on something that exists and works. This is not pie in the sky and allows us to speed our time to market with a credible effort.

The marine industry can leverage the work already done by STAR and MIC PSP to achieve MATES Goals:

- Create an open, non-proprietary, standard XML message that is application independent
- Create a common marine industry-wide communications standard to support these messages
- Reduce the costs of interface development

NMMA/MATES Membership in STAR will allow us to:

- Communicate changes, additions to the standards to the marine community
- Submit requests for changes/additions to the STAR standard from the marine community
- Work with marine companies who also have a foot in the automotive and powersports industries and have adopted STAR standards for Business to Business transactions.
- Utilize an established and mature change control process to insure the integrity of the standard.

Potential Transactions for Standardization

Credit Application	Receipt Acknowledgement
Credit Contract	Repair Order
Credit Contract Response	Retail Delivery Reporting
Credit Decision	**Sales Leads
Financial Statement	Service Advisory
Labor Operations	Service Appointment
Parts Inventory	Service Processing Advisory
Parts Invoice	Vehicle Inventory
*Parts Locator	Vehicle Invoice
*Parts Order	**Vehicle Remarketing
Parts Pick List	Vehicle Service History
Parts Return	Vehicle Specifications
*Parts Shipment	Warranty Reconciliation
Product Registration	

*MIC PSP to implement in January, 2006

**Being Worked Aggressively by MATES Committees and nearly ready for Beta Testing.

Work Plan and Timeline for 2006

- Document the current processes for transferring business transaction data between dealers and suppliers and business partners
- Identify and address technical challenges
- Identify and address political barriers
- Prepare a model that would support adoption and address change management
- Prioritize work on BODs
- Complete work on BODs for marine industry relating to sales leads, vehicle remarketing, vehicle inventory, parts locator, parts order, and parts shipment.
- Implement governance structure and populate Board of Directors, Business Advisory Council, Technical Advisory Council and relevant committees.
- Develop Transport Protocol based on MIC PSP (licensing agreement with MIC)
- Re-launch website to provide better information about the work of MATES and to create members only section

Methods

Prioritize transactions by BAC and select BODs to work on
Modify STAR BODs to conform to marine industry needs
Get STAR acceptance of modifications
Implement in pilot group using agreed upon transport guidelines
Make available to marine industry with technical support to aid implementation
Certify software products as MATES Compliant

Governance

Potential Members of MATES include:

- Boat and Engine Manufacturers
- Parts and Accessory Manufacturers
- Marine Dealers
- Finance Companies
- DMS Providers
- Software and Internet Solution Providers

Dues Levels and Benefits:

Member Level I -- \$1,000 per year dues

Gets access to monthly meetings, website content (for members only) and ability to participate in implementation committees, recommend BOD implementation modifications, receive free copies of specifications and receives all communications of MATES work on a timely basis.

Member Level II -- \$3,000 per year dues

Gets all Level I benefits plus may serve on Board of Directors, Business Advisory Council and Technical Advisory Council and receives implementation resources such as white papers, web services, testing resources, etc., access to discussion forums, access to draft versions of specifications, automatic notification of specification availability.

Member Level III -- \$10,000 per year dues

Gets all Level I and II benefits plus recognition for leadership of MATES efforts and recognition in all communications that they are the Founder or Charter members of MATES, greater board representation, and the ability to use a special MATES logo.

The following companies have already committed to membership for 2006:

Level III--\$10,000

- Tracker Marine
- Watch Captain
- Trader Publications
- Channel Blade

Level II -- \$3,000

Board of Directors: Shall consist of no less than 9 and no more than 15 members. 2/3 of Board members shall be elected from Level III members and 1/3 from Level II members. In the first year, all Level III members will be allowed to serve on the Board if they choose without regard to maximum. Board shall meet in person at least two times per year. The Board will be responsible for overall strategy, funding and allocation of resources for MATES and will provide a forum to gain consensus on the overall approach, minimize costs to the industry, and build a smooth migration path for adoption.

Business Advisory Council: Oversees future project direction and prioritization of work efforts. Meets two times per year.

Technical Advisory Council: Defines requirements for the MATES specifications and provides strategic direction during their development. As new requirements, not addressed by STAR, are uncovered the TAC will submit changes to the STAR organization for consideration. Meets monthly.

Working Committees: Specific project task groups for each BOD or other task such as transport specification. Meet regularly as needed. This is where the real work occurs.

MATES General Session: Annual meeting plus monthly telephonic meetings to communicate status updates on all work.

Budget and Staffing

We anticipate an initial year budget for 2006 of \$300,000 which will include an Executive Director, a Technical Director and an administrative person, STAR membership and Travel, Promotion, Member Recruitment, and Communications.

Adoption Strategy

The real value in this effort is in the widespread adoption and use of the MATES standards. The early adopters are likely to be at the top end of the food chain and others who are forward thinking. We expect some adoption from these groups during 2006 but recognize that it will take several years to achieve broad adoption by the follower adopters.

Our strategy to achieve early and eventually widespread adoption of MATES standards includes:

- Building the product using an established and functioning platform (STAR and MIC PSP)

- Focusing on a few, successful implementations to demonstrate results early
- Support by major Dealer Management System providers already in place
- Support by major Internet Solution Providers already in place
- Support by major manufacturers and other early adopters already in place
- Gain commitment and support for 2006 production implementations from at least 2-3 boat and engine manufacturers, DMS providers, Internet Solution Providers, and Parts and Accessory Suppliers
- Full time staff dedicated to providing technical support during implementation
- Certification of software as MATES compliant
- High level of communication in industry trade publications with emphasis on case studies of successful implementations and the savings achieved
- Encourage use of MATES logo by all participants and link from member websites to MATES website.

MATES Leadership Group: Tony Pimentel, Ian Penney, Mike Adams, Ken Rohman, Drew McFadden

Thom Dammrich, NMMA
Reporting, 12/05